

# **Shaping Hastings “Big Map” Consultation**

**February - April 2010**

**A report on the Site Allocations &  
Designations Development Plan  
Document informal consultation  
programme**



# Contents

Contents.....	2
Section 1: Introduction .....	4
Section 2: Background .....	5
Section 3: The Site Allocations & Designations Development Plan Document (DPD) .....	5
How we consulted.....	9
Google Earth (Google Maps) and Hastings Borough Council webpages .....	13
On-line comments.....	13
Online Social Networking.....	14
The Overall Response .....	15
Section 4: The Area Based Results.....	17
Headline Results – Place Shaping.....	18
The Central Area.....	18
The North St Leonards Area .....	20
The East Hastings Area .....	21
The South St Leonards Area .....	23
Section 5: Detailed Results .....	25
Housing.....	25
Headline Results.....	25
Hastings Town Centre .....	36
Headline Results.....	36
District and local shopping areas .....	45
Headline Results.....	45
Other places to shop.....	47
Headline Results.....	47
Retail warehousing .....	48
Headline Results.....	48
Employment Areas.....	49
Headline Results.....	49
Cycle Routes.....	50
Headline Results.....	50

Section 6: Other comments .....	53
Section 7: Conclusions .....	56
Section 8: Next Steps .....	57
Section 9: Appendices .....	58

## Section 1: Introduction

- 1.1 This report is about the informal public consultation undertaken between February and April 2010 as part of the preparation of the draft Site Allocations & Designations Development Plan Document (DPD). This Plan will be developed as part of the Hastings Local Development Framework.
- 1.2 This consultation was carried out with local people and other stakeholders, to help identify issues and opportunities the DPD will need to address. In particular, the consultation concentrated on potential land for development, including looking at existing and potentially new sites for housing, and land for employment and retail space, retail management areas and cycle routes. Other topics, such as greenspace conservation and adapting to climate change, will be explored later in the plan making process.
- 1.3 The report summarises the comments received throughout the entire consultation, drawing on those made using the online and written/paper questionnaire, the interactive “Big Map”, via email, Facebook and at each of the 4 drop in sessions. Our response to the comments has been provided at the end of each chapter, with responses provided after individual questions where appropriate.
- 1.4 Thank you to everyone who took part in the consultation

### Recent Government Announcements and Changes to the Planning System

- 1.5 Now that the South East Plan and its housing targets have been revoked, we are currently working to develop options about the way forward. These are based around exploring housing potential on individual sites and take into account the Government’s announcements on densities and garden land. No decisions have been made yet and it is likely to be Winter 2010 before we are in a position to start public consultations on the revised strategy for housing provision along with any other major policy changes.
- 1.6 Work on formally progressing the Site Allocations Development Plan Document has been put on hold until the issues around overall housing potential in the Borough have been decided upon.
- 1.7 If you have any queries about this report, or the site allocations process as a whole, please contact:

Hastings Borough Council  
Planning Policy Team  
Upper Ground Floor  
Aquila House  
Breeds Place  
Hastings  
East Sussex  
TN34 3UY

Email: [fplanning@hastings.gov.uk](mailto:fplanning@hastings.gov.uk)

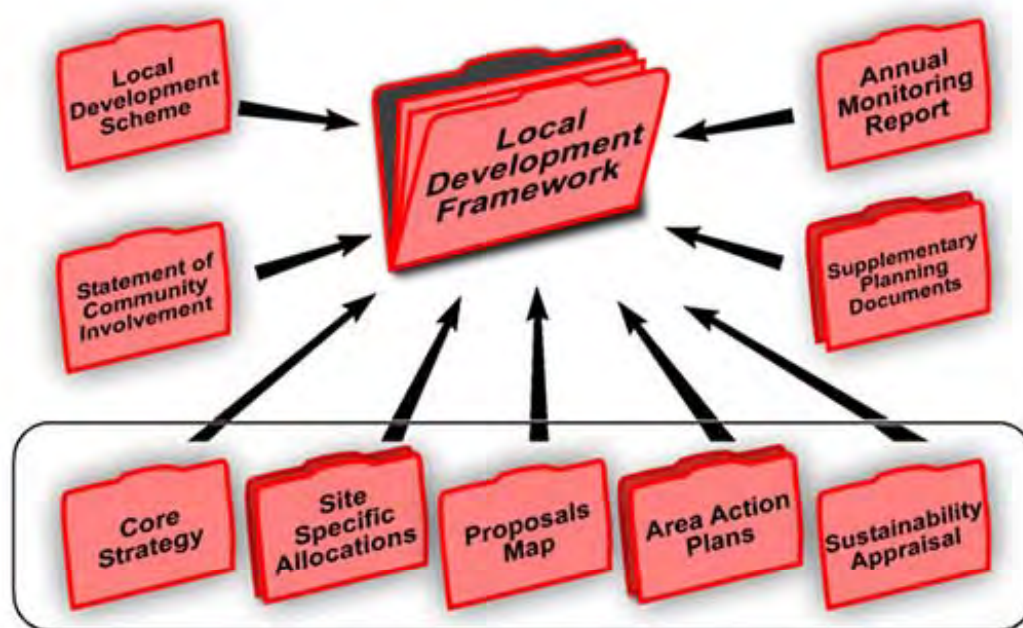
Tel: 01424 451098

Follow Shaping Hastings on Twitter/Facebook

Web: [www.hastings.gov.uk/ldf](http://www.hastings.gov.uk/ldf)

## Section 2: Background

- 2.1 In September 2004, the Government introduced a new planning system, which requires Local Authorities to prepare a “Local Development Framework (LDF)” to replace the existing Local Plan.
- 2.2 The Hastings LDF will be made up of a series of documents that we will update and replace over time. Each document will cover a particular aspect of development in our town. The various documents are shown in the diagram below, some of these have been completed, and others will not be written for a while.
- 2.3 For further information about each of these documents, please visit our website at <http://www.hastings.gov.uk/ldf/ldf.aspx#ldf>



## Section 3: The Site Allocations & Designations Development Plan Document (DPD)

- 3.1 The Site Allocations DPD is a key spatial planning document being prepared as part of the Local Development Framework. It will allocate land for development and protection purposes, following on from the work already undertaken at a strategic level through the Core Strategy process. Please see the “LDF explained” section of the website (see link above) for further information about the Core Strategy.
- 3.2 Once adopted, the DPD will supersede the existing allocations in the Local Plan 2004, and be accompanied by a revised Proposals Map.

## The purpose of the consultation

- 3.3 The Site Allocations & Designations Document follows on from work already undertaken in preparing the Core Strategy. As this DPD is likely to attract considerable debate, it was important to secure input from residents and stakeholders at the outset. In view of this, an intensive phase of informal public consultation was planned for early 2010, with comments invited between 22 February and 6 April. The main aim was to raise awareness and the profile of the document and its role in Shaping Hastings up to 2026 and at the same time get feedback on provisional development sites and designations drawn up by the Planning Policy Team

## Guiding philosophy

- 3.4 In general early, extensive informal consultation is designed to iron out any complex or controversial issues in advance of the more formal stages of the production of a Development Plan Document. This is good practice and will save time and expense during examination of a submitted DPD.
- 3.5 Throughout the Big Map process we have aimed to be as inclusive and extensive as possible, within available resources, through the ways we have consulted and with whom we have consulted.
- 3.6 We know there is more to do and more people will want to have their say, but this is the start and will guide our initial thinking behind a draft DPD that will be published for more formal consultation at a later date.
- 3.7 Hastings is a distinctive place with diverse and distinctive communities. As such the consultation programme was designed to engage with this distinctiveness, focused on facilitating valuable responses from the local communities on the particular challenges that Hastings faces.
- 3.8 Two cross-cutting and inter-related themes of *inclusion* and *innovation* were at the heart of the development and delivery of the consultation programme.
- 3.9 First, it was essential that the consultation process was *inclusive* and accessible to the wide range of socio-economic and demographic groups that exist within the Borough. Secondly, the use of Information Technology brought *innovative* practices to the consultation process engaging with the local communities – especially next generations – at a new level.
- 3.10 In order for the consultation exercise to be effective it was essential that consultees were equipped with the tools and guidance by which to form constructive comments that could be successfully fed back into the development of the DPD. *Therefore, the 'givens' – those facts and requirements where policy is fixed – were explained during the consultations.* This helped ensure that the consultation process was targeted and that the local communities understood the requirements and challenges faced by the Borough before forming their own valuable judgments. This was particularly demonstrated through the face-to-face drop-in sessions and meetings.
- 3.11 The *quality of consultation* was another factor that was designed into the delivery of the programme. In order to successfully inform the development of the Site Allocations & Designations DPD, the responses generated by the consultation process should be helpful to the planning officers. Inevitably faced with complex challenges, the questionnaire, for example, was deliberately designed to initiate the consideration of a range of options. This is why many of questions were designed to get underneath people's responses. By understanding what people think about their neighbourhood generally; we can help to ensure that should controversial decisions be required on specific sites within those neighbourhoods, that planning policy helps to protect what people do appreciate about them.

## **Who we consulted**

### **Consultation Wave 1 – statutory consultees and Council departments**

- 3.12 Early consultations were carried out with statutory consultees and other agencies during 2009. This enabled us to understand the technical and practical limitations and opportunities within the Borough to accommodate additional development on specific sites and within different areas.
- 3.13 The following organisations and departments were consulted:

East Sussex County Council (ESCC) – Education, Waste, Children’s services, Social Services, Highways  
Southern Water  
Hastings Borough Council (HBC) - Development Control, Conservation, Waste, Leisure services, Regeneration team, Policy and Performance (Consultation and Equalities), Parking, Neighbourhood teams, Estates & Housing  
Sea Space  
Primary Care Trust (PCT)  
The Highways Agency  
Rother District Council  
Environment Agency  
Natural England  
HBC Members workshop

- 3.14 They were consulted on the following main issues:

- Sites that should be regenerated or developed, and what possible uses may be appropriate
- Sites that could be regenerated or developed if a series of specific conditions were met based on stakeholders’ knowledge of them, e.g. traffic conditions, and environmental safeguards
- Sites that should be protected for specific reasons such as ecological interest.

### **Consultation Wave 2 – drop-in sessions**

- 3.15 The main phase of engagement opened discussions with the general public, neighbourhood communities and communities of interest/culture in February 2010.

- 3.16 This phase was supported by a wide-ranging campaign and media to advertise the process and how to comment on potential site allocations, including:

- Website
- Online questionnaire
- Paper questionnaires
- Poster campaign around the town
- Flyers distributed to voluntary organisations
- Facebook group posts
- Tweeting through Twitter @ShapingHastings
- Coverage in the local press and on radio
- A series of public drop-in sessions
- Where requested, meetings with local groups
- Announcements through organisations such as Hastings Voluntary Action

- 3.17 The drop-in sessions took place at a series of public locations across the Borough and incorporated innovations such as “The Big Map” that illustrated the potential site opportunities across the Borough. Visitors were encouraged to make comments or add additional ideas.

- 3.18 Significantly, however, the ability to comment on the sites was enhanced by an online facility. Using a combination of Google Maps and Survey Monkey online questionnaire, those unable to visit the drop-in events could access the information 24 hours a day through the Council's website. Further details are given in the next section.
- 3.19 Building on the approach set out in the Core Strategy, this round of informal consultation was designed around each of the 4 Area Co-ordination areas: South St Leonards; North St Leonards; Central; East Hastings as illustrated in the map below.



### **Focusing on the big issues only....**

- 3.20 This was a very early, informal, stage in plan preparation. In order to keep things focused and not introduce too many different subjects at once, the consultation was based on four areas – land for housing; land for employment; accommodating future retail floorspace and management of retail areas; proposed new cycle routes. Later phases of consultation will cover, for example, topic areas such as greenspace conservation and adapting to climate change.

### **Assistance from specialists**

- 3.21 To ensure that the consultation process was as effective as possible given the budget available, we were advised by consultation specialists (Hastings based Nick Wates Associates and Manchester based Urban8) on developing an inclusive and innovative consultation programme. Although using mostly traditional communication methods such as drop-in sessions at local community centres, our specialists also provided guidance on the use of Information Technology and social media to reach new audiences.

### **Process**

- 3.22 Our programme of consultation was branded “The Big Map” consultation. Central to the programme was, as the name suggests, a big map – a large plan of the Borough identifying potential development sites. People could express their views on these sites and also suggest others. A questionnaire allowed us to gather detailed views on specific issues, for instance *why* people felt strongly about a particular site and what conditions might prevent it from being developed.

3.23 Our programme of engagement consisted of two complimentary approaches. These were:

- ‘Drop-in’ sessions held in familiar local venues
- Online mapped and interactive site information using the Council’s website, Google Earth and an online questionnaire, supplemented by social media including Twitter and Facebook.

## **How we consulted**

3.24 Our programme of consultation included four specific methods of engagement. These were:

### **Drop-in sessions**

3.25 ‘Drop-in’ sessions took place at 4 locations around the Borough; one in each of the four neighbourhood co-ordination areas. Planning and other Council staff, together with our consultation specialists were on hand at these sessions to explain and guide people through the purpose of the session, answer questions and record comments.

3.26 The venues were selected as being accessible places where similar events had been held before and that people were familiar with. The opening hours were chosen to ensure that people could attend at a time convenient to them being open both during and after standard working hours.

3.27 Drop-in sessions were held at the following venues:

The Bridge Community Centre, 361 Priory Road, Hastings on 22 February 2010 from 3pm – 7pm

Tilekiln Community Centre, Tile Barn Road, St Leonards on 24 February 2010 from 3pm – 7pm

Hastings Town Hall, Queens Road, Hastings on 25 February 2010 from 12pm – 8pm (as the Town Hall was the most central venue, an extended opening time was deemed appropriate in this location).

The Magnet Centre, 1 Christchurch Courtyard, London Road, St Leonards on 1 March 2010 from 3pm – 7pm

3.28 At the drop in sessions, attendees were encouraged to make comments directly onto the Big Map as shown in the photograph below.



The "Big Map" with comments

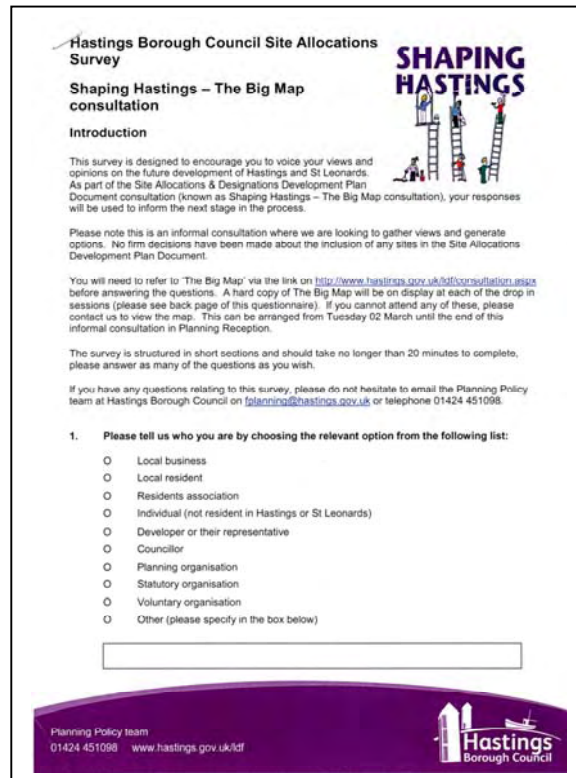
3.29 In addition to this, questions were placed on 'flipchart sheets, and attendees were encouraged to tell us about the 3 most important features of their local area; what makes where they live special or different from other parts of the town; and how their area has improved or declined over the last 15 years and how.

3.30 Scale building blocks representing 5,000 sq.m each, were used to represent future retail floorspace requirements and allowed attendees to both visualise and decide how and where this might be accommodated in the Town Centre as shown in the following photograph.



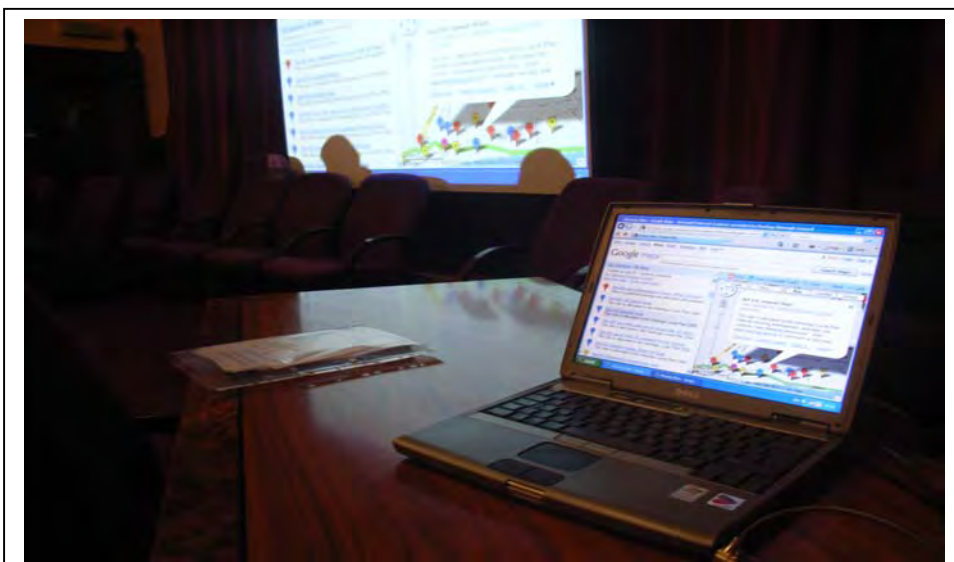
"Retail building blocks"

3.31 There was also the opportunity to complete, either at the session or return by post, the Big Map questionnaire. This was an exact copy of the on-line questionnaire enabling people without internet access to provide a more detailed response having viewed 'the Big Map' in person.



Front cover of the questionnaire

3.32 A laptop was also available in each location for people to see what the interactive maps looked like and encourage them to view and comment online where possible. At the Town Hall drop-in session this was projected onto the large screen in the Council Chamber.



Interactive Map on screen at the Town Hall

3.33 Finally, a detailed map of proposed cycle routes was also available for comment and a greenspaces map was on display for reference purposes only.



Proposed Cycleway routes

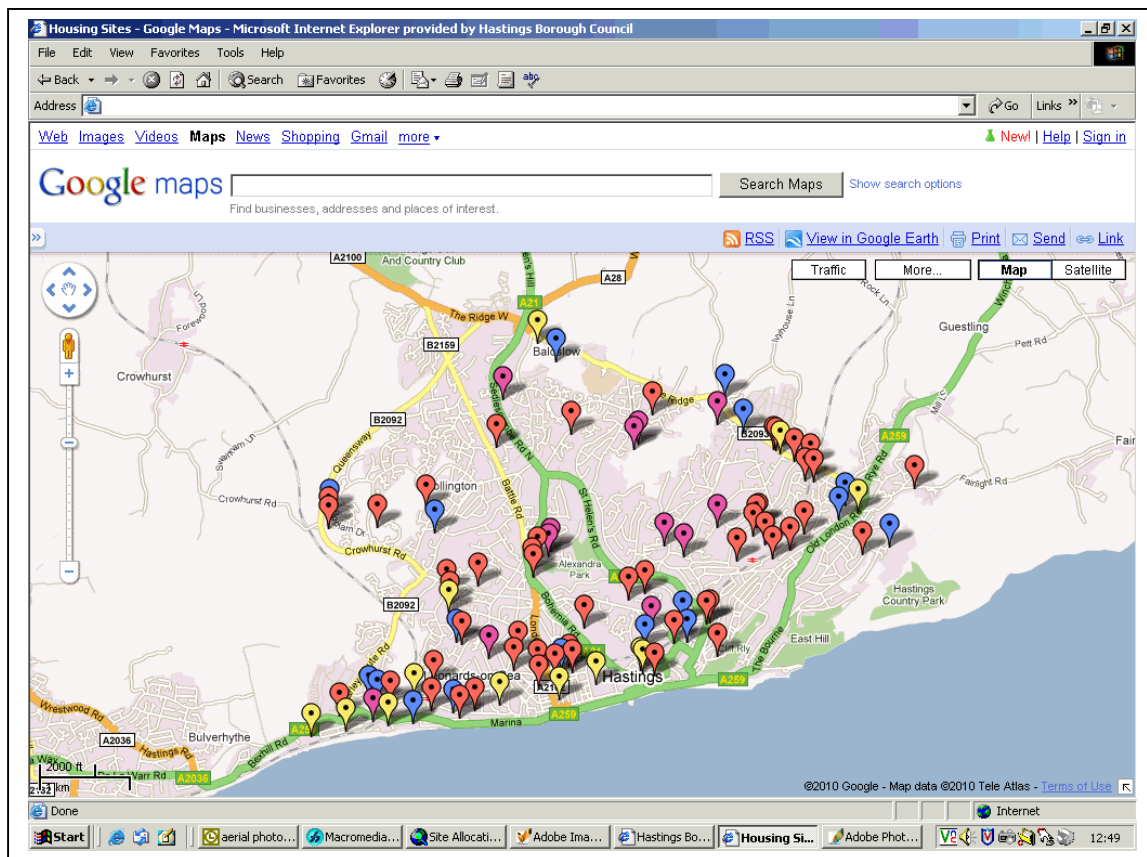
3.34 The Planning Policy team were also invited to attend some local group meetings.

3.35 Workshops were held with members of the Castle Ward Forum on 25 February alongside the exhibition at the Town Hall, and also with members of the Ore Valley Forum Special Interest Group on 25 March 2010. The Policy Team's attendance at the Area Co-ordination Management Board Meetings, allowed us to publicise in advance, each of the area's planned drop-in sessions.

3.36 Following the last exhibition held at the Magnet Centre a display was made of all the maps and exhibition material in the Planning Reception area of Aquila House from 2 March until the end of the consultation period. This included a continuing supply of questionnaires for people to complete and the reception computer being specifically set up to allow access to the online consultation material, questionnaire and Google maps.

## Google Earth (Google Maps) and Hastings Borough Council webpages

- 3.37 The display material and issues/areas for comments was replicated on-line using both the Council's website and Google Maps. A copy of the Google maps housing site page is shown below, this was replicated for employment, retail, town centre boundary and cycle routes. –



- 3.38 An on-line questionnaire allowed individuals and organisations to comment in exactly the same way as if they were attending a drop-in session. This was accessed via a link through the Planning Policy consultation pages of the Hastings Borough Council website.

### On-line comments

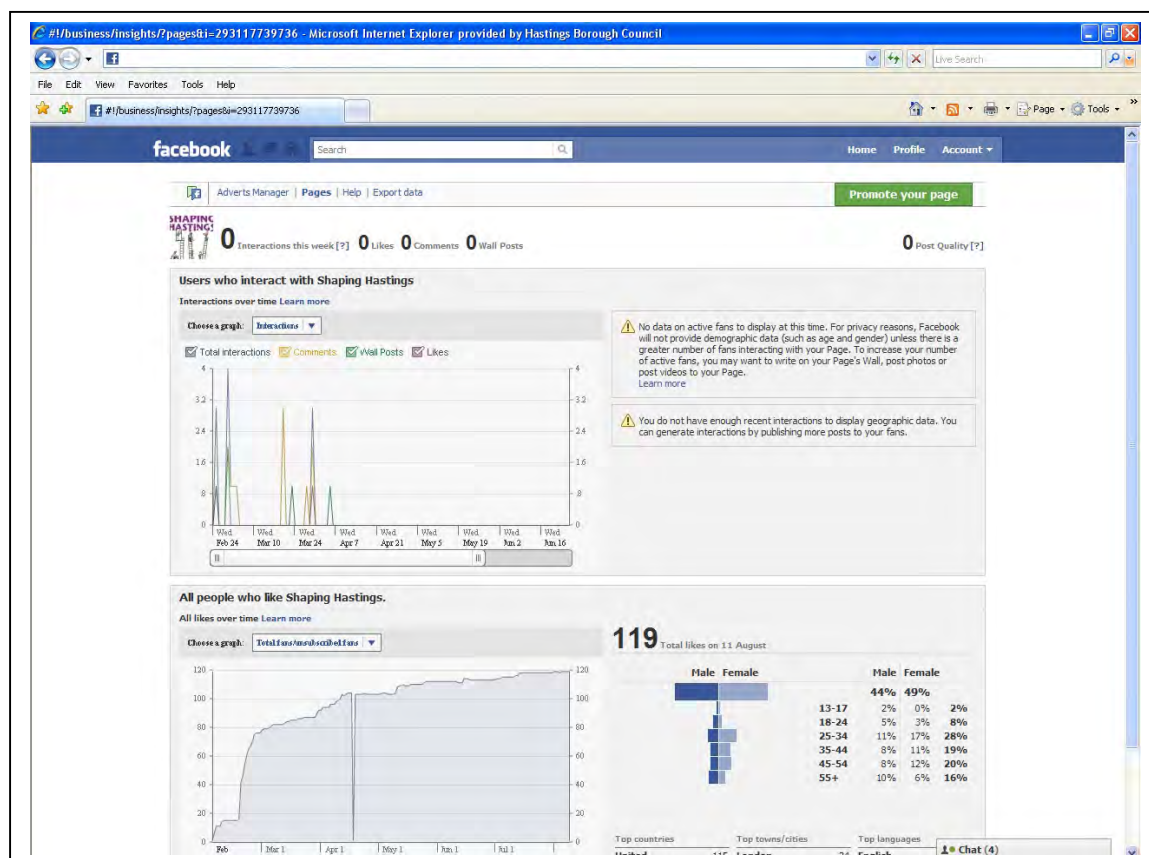
- 3.39 For those individuals/organisations short of time, reluctant to complete the whole questionnaire, or only interested in housing development, it was also possible to comment quickly on individual housing sites viewable via Google Maps with a direct click-through from site location plans to a comments form. This replicated the post-it note approach being encouraged at the drop-in sessions and comments were sent via an email to the Planning Policy team

## Online Social Networking

3.40 Finally, Facebook and Twitter pages encouraged friends and fans to part take in an on-line discussion as the consultation programme unfolded.

### Facebook

3.41 During the consultation we received the most interaction with our Facebook page, as illustrated in the graph below



### Twitter

3.42 Daily tweets were made during the consultation referring people to our consultation pages on the website and encouraging attendance at our drop in sessions.

### Publicity

3.43 The drop in sessions were advertised widely in the local area with a view to reaching and engaging with as many local people as possible as well as the statutory consultees and other stakeholders usually involved.

3.44 Contact was made with everyone on our LDF database (those that had already signed up to be kept informed of progress on the plan), along with the usual advertisement in the local newspaper. A full list of the advertising undertaken is shown in Appendix 1

3.45 We also tried to reach those who might not normally get involved with the use of Facebook and Twitter.

## The Overall Response

3.46 There were 148 detailed responses received from individuals and organisation during the consultation. These were made via the questionnaire, email and letter, and are grouped as follows:

- Over 60% of comments were made by local residents
- Nearly 7% from local businesses
- Nearly 7% from statutory organisations
- 5% from voluntary organisations
- Nearly 9% from developers & planning organisations
- Over 7% from Other (this included a religious organisation, Residents Associations, local political group, planning consultancy, neighbourhood community forum and people who had ticked more than one of the available options)

3.47 Although not all respondents told us where they came from, there was a fairly even distribution of responses received across each of the 4 Area Co-ordination areas, although most responses were received from residents living in Central Area. This includes people living/working in the wards of Castle, Braybrooke, Silverhill and St Helens.

3.48 In addition, a total of 266 people attended the drop-in sessions. Comments made at these sessions have also been recorded and analysed:

- 68 people attended the drop-in session at The Bridge community centre
- 21 people attended the session at the Tilekiln community centre
- 138 people attended the session at the Town Hall
- 39 people attended the session at The Magnet
- A variety of comments were recorded at these events, including information on what people value about their area and how it has changed over time. Attendees, using post-it notes, were able to comments directly on The Big Map and as a result:
- 86 comments were received on our suggested housing sites at the Town Hall session
- 28 housing site comments were made at The Magnet
- 10 housing site comments were made at Tilekiln and 6 at the Bridge

3.49 By the close of the consultation we had:

109 fans on Facebook and 76 friends  
98 followers on twitter

3.50 In terms of the online activity, the Big Map attracted over 2,700 page views, the following reveals specific areas of interest:

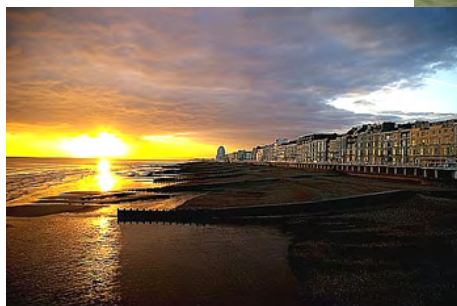
Housing map – 680 views  
Retail map – 511 views  
Employment areas – 230 views  
Town Centre – 512 views  
Cycle routes 435 views

Total – 2724 page views by the close of the consultation period.

3.51 Although the informal consultation period has now closed, it is still possible to view all of the material produced for The Big Map consultation on our consultation pages. Page views have continued to increase since the consultation closed, and we have continued to attract people to our Facebook and Twitter sites.

3.52 This report contains the detailed results from the consultation together with our response. The report will form part of the evidence base to the development of the Site Allocations and Designations Development Plan Document.

## Section 4: The Area Based Results



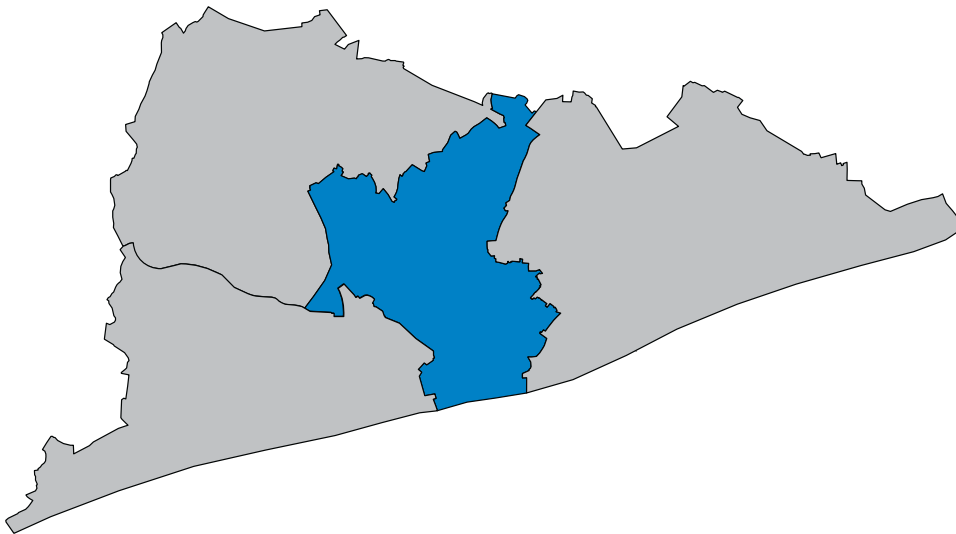
Photographs by: Bob Mazzer, Stephen Prosser and Chris Parker

- 4.1 To begin with, the report shows how those responding view Hastings in terms of where they live, what they value about their local area and how these areas may have changed in recent years. The information presented in this section of the report is taken from questions 3-8 of the questionnaire and the information has been grouped under the heading “Place Shaping”.
- 4.2 Respondents were at liberty to answer as much or as little of the questionnaire as they chose. Throughout the report, we have also incorporated the comments received via letter and email. Because of these factors, the actual number of responses received on specific questions, particularly in this first section of the report, does appear modest. For example, nearly as many respondents chose not to tell us where they lived in Hastings, as did. Subsequently, in terms of the level of responses we received on our “your local area” questions (questions 4-8), on average, around 40% of those responding to the consultation, answered these questions.
- 4.3 The responses are presented here on an area by area basis, and will help to provide a context to the detailed decisions about future site allocations.

## Headline Results – Place Shaping

- Each area is distinctive in its own way, through its architectural character, heritage, greenspaces, views or key buildings.
- The town has a strong sense of community in most areas
- People recognise where improvements have already been made

## The Central Area



### Question 4: What makes the area where you live special or different from other parts of the town?

- 4.4 Central residents told us their area is special because of...
- Green/open spaces such as the West Hill, Castle Rocks, White Rock and the dramatic topography
  - Unspoilt views such as over the East Hill
  - The wildlife
  - Footpaths and walkable links to town centre facilities and Alexandra Park
  - The architecture – Victorian houses and streets
  - Friendly community

- The seafront, St Mary-in-the-Castle & the Old Town, Priory Meadow shopping centre, the College
- The vibrant and integrated mix of uses

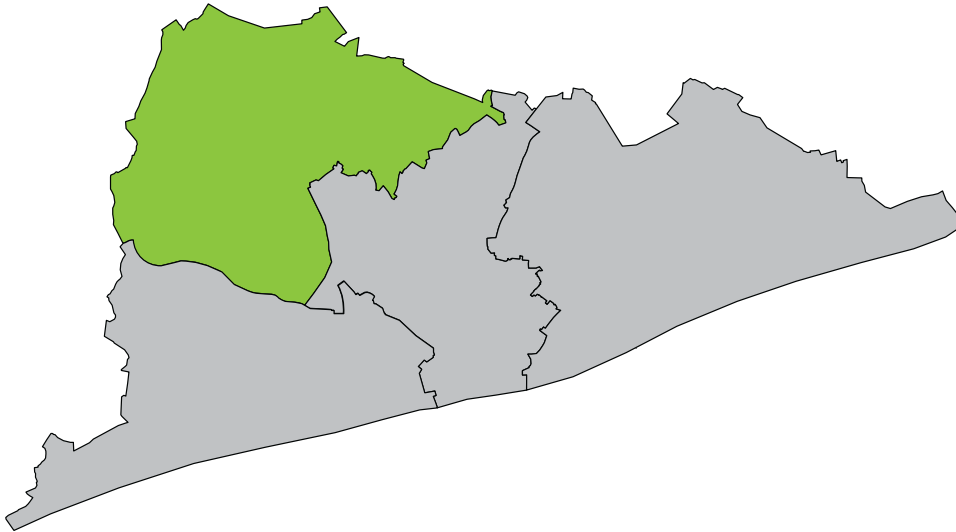
4.5 **Question 5 & 6:** 73 responses were received to our question about whether and how, the local area had improved or declined over the last 15 years. Central had the highest number of responses with 22. The majority of respondents from Central area - 50% (11) thought that their areas had either improved slightly or improved significantly over the last 15 years. Whilst only 3 respondents, thought that the area had declined either significantly or declined slightly. 6 respondents thought the area has stayed the same. Central area respondents told us that over the past 15 years, the area has changed due to...

- The new College building
- Loss of small areas of open space, poor planting
- Poor bus service in West Hill area
- Less litter and dog mess, cleaner
- Cars no longer racing around St Andrews Square
- Loss of shops and specialist shops, empty office space
- Buildings better looked after, people starting to care more
- Changes in demographics
- Poor new buildings, poor paving and lighting
- More on-street parking, more traffic dominated, less pedestrian friendly
- Unfriendly, threatening evening culture, lack of a mixed evening economy and good places to eat
- Crime levels have dropped

4.6 **Question 7:** After being asked to say how their area had changed over the last 15 years, respondents were asked to rank the 3 most important features in their local area. The 3 most important features of Central area are seen as:

1st	2nd	3rd
Open/green spaces, proximity to the sea	Steps and twittens	Local independent shops and restaurants
Wildlife	Mixed use and social/architectural diversity	West Hill
Views and sea views	Mix of housing styles, tenure, type & price	The farmers market and French market
The beach	Safer environment	Local businesses
Quiet streets		Creative, energetic social diversity
Alexandra Park and family focus, Linton Gardens, the seafront		
Architecture		
Central location close to sea, shops and station, local facilities		

## The North St Leonards Area



### Question 4: What makes the area where you live special or different from other parts of the town?

4.7 North St Leonards residents told us their area is special because of...

- Local shops and the 'new' Tesco
- Fewer flats
- Quiet, well kept
- Sense of community
- Ancient woodland & surrounding green areas

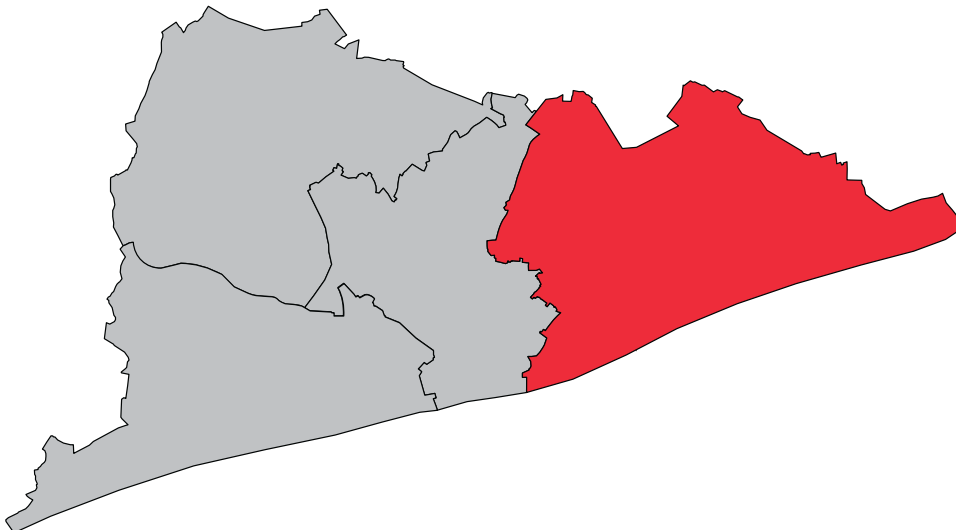
4.8 **Question 5 & 6:** There were 15 responses from North St Leonards area to our question about whether and how, the local area had improved or declined over the last 15 years. 7 respondents thought that the area had either improved slightly or improved significantly over the last 15 years. Whilst only 6 thought that the area had declined either significantly or declined slightly. 2 respondents thought the area has stayed the same. North St Leonards respondents told us that over the past 15 years, the area has changed due to...

- Certain voluntary groups taking more of an interest
- More out of work people in rented properties
- Service providers taking more notice and improving their services
- More policing, feels safer
- Cleaner, better maintained
- Local get togethers to discuss local issues
- Lack of protection of woodlands
- Antisocial behaviour in children's play areas
- Over development

4.9 **Question 7:** The 3 most important features of the North St Leonards area are seen as:

1st	2nd	3rd
Tesco	The community centre	Larger houses instead of small flats, good standard of housing
Good primary school	Good secondary school	Quiet
Residential area	Low crime, feel safe – sense of community	Near to the sea
Woodlands and greenspace, including play parks and allotments	Proximity to shops	Easy access to rural areas
Proximity to Conquest Hospital	Proximity to Alexandra Park	
Support and activities for families and children		

## The East Hastings Area



**Question 4: What makes the area where you live special or different from other parts of the town?**

4.10 East Hastings residents told us their area is special because of...

- Mix of development
- Open greenspaces, the West Hill and the Castle
- Local topography
- Views and vistas
- Proximity to Area of Outstanding Natural Beauty
- Historic character, listed buildings & the fishing beach
- Ore Village and Upper Ore Valley - sense of community and character
- Rural character and ease of access to Hastings Country Park
- West Hill, Old Town and The Bridge community centre

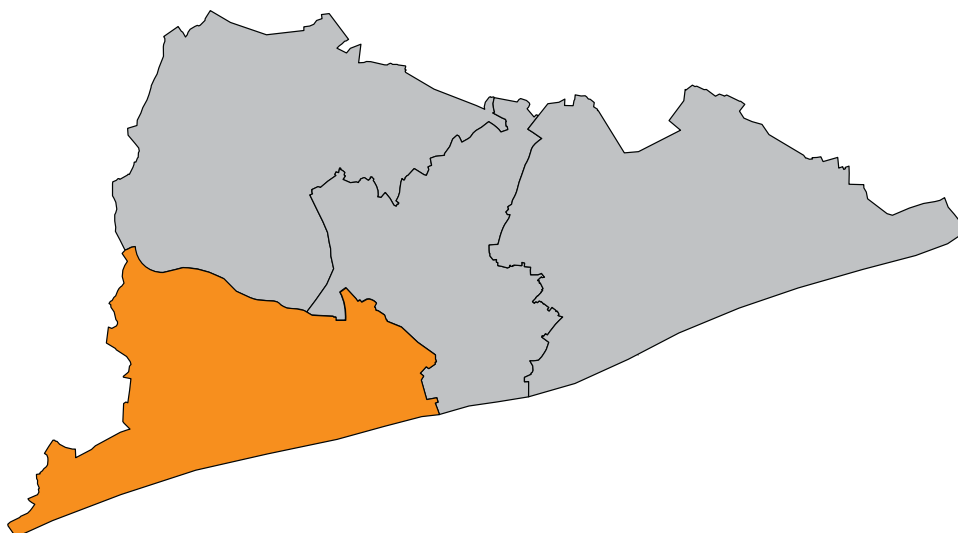
4.11 **Question 5 & 6:** There were 20 responses from East Hastings area to our question about whether and how, the local area had improved or declined over the last 15 years. The majority of respondents 50% (10) thought that the area had declined either significantly or declined slightly over the last 15 years. 4 (20%) respondents thought the area has stayed the same. 6 (30%) thought the area had improved slightly. East Hastings respondents told us that the area has changed of the last 15 years due to...

- Loss of green space in Ore Village
- Renaissance of the Country Park
- Landscape improved
- Transport facilities improved, safer roads, more traffic congestion arising from development
- Less crime
- No loss of houses to flats
- Infill development
- Changes in demographics
- More weekenders, less community involvement
- Loss of shops to residential, tired shop fronts
- Poor street lighting, poor pavements, few public spaces invested in, no children's play spaces
- Significant amount of demolition not much regeneration
- In Ore, high density poor quality planning and building

4.12 **Question 7:** The 3 most important features of the East Hastings area are seen as:

1st	2nd	3rd
Sense of place and local character	The historic Old Town	Townscape views and vistas
Open/green space, including the Area of Outstanding Natural Beauty and Hastings Country Park	Quiet and peaceful	The fishing fleet
Not too built up at the moment	Mainly houses not flats	Ore Valley, village feel to older areas
A woodland valley with potential as a community amenity area	Community spirit	
	Local shops	

## The South St Leonards Area



### Question 4: What makes the area where you live special or different from other parts of the town?

4.13 South St Leonards residents told us their area is special because of...

- Recognisable and separate area with heart and character, quiet, calm streets
- Architectural heritage: Burtons' St Leonards, Gardens, Warrior Square, Victorian housing on a grand scale, fine spaces
- Local shops and independent shops
- Parks and paths
- Proximity to seafront

4.14 **Question 5 & 6:** There were 13 responses from South St Leonards area to our question about whether and how, the local area had improved or declined over the last 15 years. 9 respondents thought that the area had improved either slightly or improved significantly over the last 15 years. Just 2 respondents thought the area has declined slightly or declined significantly over the last 15 years. Only 1 respondent thought the area had stayed the same. South St Leonards respondents told us that the area has changed of the last 15 years due to...

- Better shops in Norman Road
- Buildings better looked after
- More traffic
- Changes in demographics
- Public and private investment in the area
- Lack of street cleansing
- No cycle routes
- Local pride in the area partially restored
- Petty car crime
- General neglect increasing social problems

4.15 **Question 7:** The 3 most important features of the South St Leonards area are seen as:

1st	2nd	3rd
Warrior Square Gardens	Green spaces, open spaces, seafront	The view
The buildings and architectural heritage	Good local amenities	Lots of villa-type houses
		Retail areas
		Churches

**Question 8: What makes other parts of the town distinctive?**

4.16 Respondents were also asked to comment on what makes other parts of the town distinctive, outside of the areas in which they live. The following were particularly valued:

- Old Town architecture
- Burtons' St Leonards
- Open spaces, green spaces & woodland
- Views
- Topography
- Variety of buildings and layouts, architecture
- The people
- The heritage
- Strong landscape framework
- The beach
- Festivals and carnivals

**Our response**

4.17 Though more background work will be needed here, this information is helpful to us because it will help us shape new policies that will reflect on these characteristics of local areas which are valued by the people who live and work there; and also highlights local areas and issues which we can seek to improve through new planning policies.

## Section 5: Detailed Results

5.1 This section of the report summarises the responses made using the questionnaire, as well as those made on Facebook and at the drop-in sessions. They have been grouped into individual topic areas, reflecting the key issues being considered through the Site Allocations process. These are:

- Housing
- Hastings Town Centre
- District and local shopping areas
- Other places to shop
- Retail warehousing
- Employment areas
- Cycle routes

### Housing

#### Headline Results

- Comments were received on the suitability, future design and potential alternative uses of existing allocated housing sites and newly identified sites
- Concerns regarding high density development and the provision of flats rather than houses were raised
- 15 potential new sites were suggested as being suitable for housing development

#### **Question 9: Have we missed any potential large housing sites (6 or more dwellings?)**

5.2 There were 75 responses to this question. 73 people/organisations chose not to answer it. 21% of respondents thought there were sites we had missed, 25% thought all opportunities had been identified, 53% didn't know.

5.3 The following is a list of the sites you thought we'd missed:

Salvation Army Building, St Andrews Square  
St Mary in the Castle Church Hall, Portland Steps  
Wards Plantation, Martineau Lane  
Winchester House, Pevensey Rd  
The Grove School  
Land to the rear of Winchelsea Lane / Churchill Avenue  
MFI site  
Garden land at My Way Lodge  
Land on the north side of Barley Lane  
MBM Masterplan: Sea Avenue & Country Avenue  
Hastings Garden Centre, Bexhill Road  
Park Farm, Breadsell Lane  
Land at Barley Avenue  
Land adjacent to Rock Lane  
Land at Wychmour, Battle Road

5.4 In addition one respondent suggested that priority should be given to bringing existing derelict/neglected housing into re-use. Additional information was provided by some respondents about sites we have potentially missed.

## Our response

- 5.5 All of the sites put forward will be investigated further, and will be reported on at future consultation stages. Where contact details have been supplied, those organisations and individuals who put forward these sites will be contacted directly.
- 5.6 A number of respondents challenged the principle of our regional housing target - 4,200 net new homes from 2006-2026. The target for Hastings is taken from the regional spatial strategy – The South East Plan, approved by the former Labour Government. At the time of writing, the new Government has set out its intention to abolish Regional Spatial Strategies. At present there is no replacement for the housing allocations set out in the South East Plan. We are currently working to develop options about the way forward – these could include – a) carrying on with the Core Strategy bearing in mind we have a recently completed Strategic Housing Land Availability Assessment and have a 5 year housing land supply; b) revising housing potential on individual sites given the Government’s announcements on densities and garden land; or c) waiting for more news on the revision of the planning system. No decisions have been made yet and it is likely to be a couple of months before we are in a position to give a clear statement.
- 5.7 **Question 10 & 11: Of the existing allocated housing sites, are there any that are no longer suitable for residential use? Why?**

There were 96 separate comments made on sites already allocated for housing in the adopted Hastings Local Plan 2004. These have been summarised in the tables below and have been categorised into 3 broad headings – suitability, design issues and alternative uses to housing. Those sites attracting the most comments were: land at Ore Valley (A01) 25 comments; Seaside Road, West St Leonards (A16) 14 comments; Hurst Court, The Ridge (A21) 11 comments.

- 5.8 All comments are summarised in the following tables:

### Issues relating to suitability

Site ref	Site name/address	Issues raised
A01	Ore Valley, land between Victoria Avenue, Church Street and Graystone Lane	<ul style="list-style-type: none"> <li>• Environmental value shouldn't be lost</li> <li>• surface water capture</li> <li>• steeply sloping sides- too impractical to develop</li> <li>• conflicts with policy restrictions</li> <li>• not suitable for development</li> <li>• too many owners</li> <li>• the area behind Old London Rd is not practically developable due to ESCC Highways restrictions</li> <li>• poor road links &amp; infrastructure issues in this area also mitigate against development</li> </ul>
A09	142 Bexhill Road	<ul style="list-style-type: none"> <li>• Flood risk</li> <li>• traffic impact</li> <li>• loss of green space</li> </ul>
A13	Land adj 73 Filsham Rd	<ul style="list-style-type: none"> <li>• No access</li> <li>• restricted access</li> </ul>
A16	Seaside Road, West St Leonards	<ul style="list-style-type: none"> <li>• Support this development – better use of existing space</li> <li>• flood risk, drainage</li> </ul>

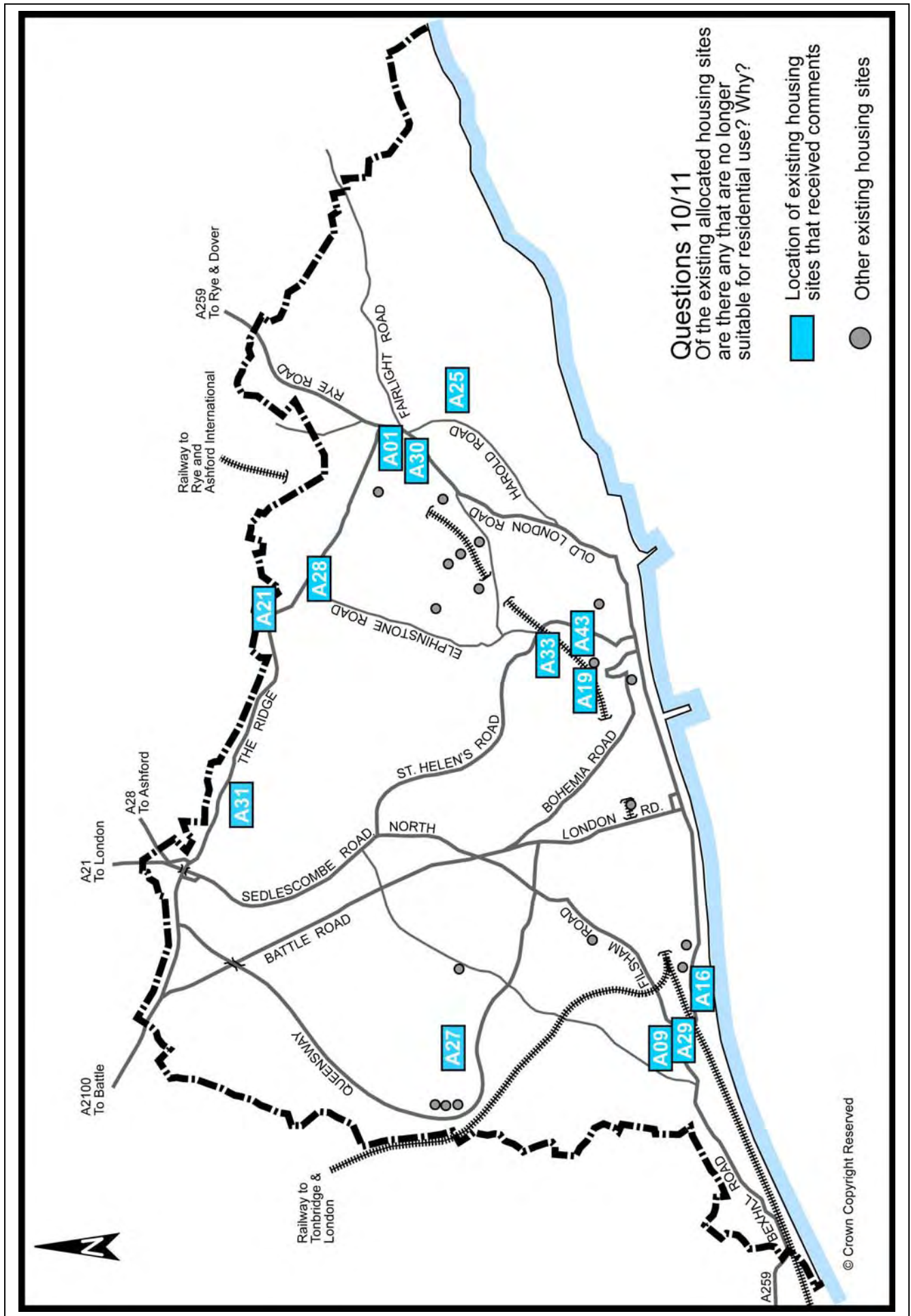
Site ref	Site name/address	Issues raised
A21	Hurst Court, The Ridge	<ul style="list-style-type: none"> <li>Traffic impact</li> <li>Support site</li> </ul>
A25	Land at Hawthorn Road	<ul style="list-style-type: none"> <li>Land instability</li> <li>development will exacerbate existing parking problems</li> </ul>
A27	Robsack A, Church Wood Drive	<ul style="list-style-type: none"> <li>Nature conservation &amp; Ancient Woodland</li> </ul>
A28	Osborne House, The Ridge	<ul style="list-style-type: none"> <li>Traffic impact</li> <li>over development traffic</li> <li>lack of greenspace/open space</li> </ul>
A29	Site of West St Leonards Primary School, Bexhill Road	<ul style="list-style-type: none"> <li>Flood risk</li> <li>traffic congestion</li> <li>part of south Saxons wetlands</li> <li>loss of green space</li> <li>support site</li> </ul>
A30	Rear of 362-386 Old London Road	<ul style="list-style-type: none"> <li>Traffic access difficulties</li> </ul>
A31	Holmhurst St Mary, The Ridge	<ul style="list-style-type: none"> <li>Traffic impact</li> <li>burial area within site</li> <li>needs more large family housing</li> <li>needs to be safe for children to play</li> <li>support family housing in this location</li> </ul>

Issues relating to design

Site ref	Site name/address	Issues raised
A01	Ore Valley, land between Victoria Avenue, Church Street and Graystone Lane	<ul style="list-style-type: none"> <li>Too dense</li> </ul>
A03	Castle Hill Road	<ul style="list-style-type: none"> <li>Risk of poor design in relation to the Castle</li> </ul>
A13	Land adjoining 73 Filsham Road	<ul style="list-style-type: none"> <li>Over development</li> </ul>
A16	Seaside Road, West St Leonards	<ul style="list-style-type: none"> <li>Indicative capacity too dense</li> </ul>
A19	Site of 12-19 Braybrooke Terrace and 1-3 Braybrooke Road	<ul style="list-style-type: none"> <li>Houses not flats</li> </ul>
A21	Hurst Court, The Ridge	<ul style="list-style-type: none"> <li>Over development</li> </ul>
A25	Land at Hawthorn Road	<ul style="list-style-type: none"> <li>Too many dwellings</li> </ul>
A27	Robsack A, Church Wood Drive	<ul style="list-style-type: none"> <li>Too dense</li> </ul>
A28	Osborne House, The Ridge	<ul style="list-style-type: none"> <li>Houses not flats</li> <li>too dense</li> </ul>
A29	Site of West St Leonards Primary School, Bexhill Road	<ul style="list-style-type: none"> <li>Housing should be set back from the main road</li> </ul>
A33	Site of Hollingsworth Garage, Braybrooke Road	<ul style="list-style-type: none"> <li>Not suitable for high density development</li> <li>gross over development</li> </ul>
A43	Cornwallis Street Car Park	<ul style="list-style-type: none"> <li>Incorporate green/open space/play area</li> <li>over development</li> </ul>

Suggested alternative uses for allocated housing sites

Site ref	Site name/address	Issues raised
A01	Ore Valley, land between Victoria Avenue, Church Street and Graystone Lane	<ul style="list-style-type: none"> <li>• Designate as green/open space</li> <li>• should be kept as green space</li> <li>• woodland should be protected &amp; added to the greenspace strategy,</li> </ul>
A16	Seaside Road, West St Leonards	<ul style="list-style-type: none"> <li>• Develop as seaside garden &amp; open space</li> <li>• retain for leisure/recreation use</li> <li>• reallocate as part of South Saxon wetland</li> <li>• develop site as ice skating complex</li> <li>• community use</li> </ul>
A19	Site of 12-19 Braybrooke Terrace and 1-3 Braybrooke Road	<ul style="list-style-type: none"> <li>• need a commitment to facilities for voluntary &amp; community groups in the town centre</li> </ul>
A29	Site of West St Leonards Primary School, Bexhill Road	<ul style="list-style-type: none"> <li>• Reduce size of housing site &amp; enlarge nature area</li> <li>• reallocate as part of the South Saxon wetland</li> </ul>
A30	Rear of 362-386 Old London Road	<ul style="list-style-type: none"> <li>• Retain as green space</li> </ul>
A31	Holmhurst St Mary, The Ridge	<ul style="list-style-type: none"> <li>• Develop as open space</li> </ul>
A42	Ore Place	<ul style="list-style-type: none"> <li>• Site should be de-allocated</li> <li>• site currently occupied by a charity who should be allowed to continue operating from this site</li> </ul>



5.9 Questions 12, 13 and 14 related to the new sites that we have identified as having potential to be developed for housing. The combined number of comments attracted to these 3 questions was 111, although not all of these comments were site specific. Two sites in particular attracted most comments - the College of Holy Child Jesus, Magdalen Rd (B31) attracted 29 comments; and Hastings College, Archery Road (B02) attracted 20 comments.

**Question 12: Are the potentially new housing sites in a suitable location for housing?**

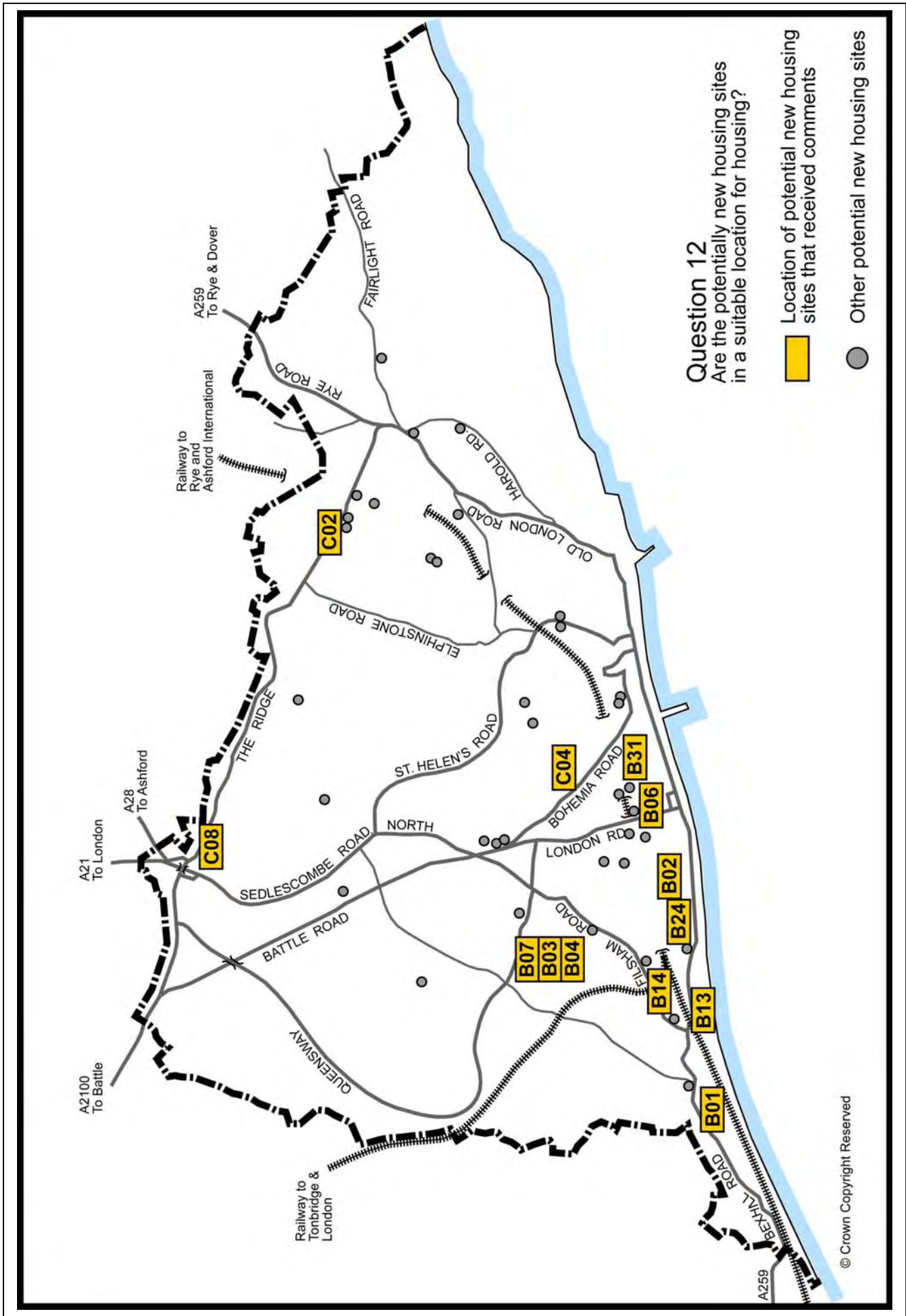
5.10 The following table summarises the site specific comments under this question:

Site ref	Site name/address	Comments/issues
B01	Bulverhythe Development Area	<ul style="list-style-type: none"> <li>• Not suitable for high density development</li> <li>• flood risk</li> <li>• could be considered for allotments</li> </ul>
B02	Hastings College, Archery Road	<ul style="list-style-type: none"> <li>• Support delivery of a mix of housing in this location</li> <li>• too dense, over development</li> <li>• within a conservation area</li> <li>• current proposals not in keeping with existing</li> <li>• needs sensitive development</li> <li>• development should include provision of allotments or community gardening</li> <li>• flats not wanted</li> <li>• reallocate all or part as green / open space</li> </ul>
B04	Former Westerleigh School	<ul style="list-style-type: none"> <li>• Suitable for low rise development</li> <li>• suitable for a large ice-skating rink complex</li> <li>• keep as open or green space</li> </ul>
B06	Crystal Square	<ul style="list-style-type: none"> <li>• Area already densely developed</li> <li>• finance should be sought for multi-storey car park</li> <li>• question multi-storey flatted development – are flats needed here?</li> <li>• Loss of car parking area</li> </ul>
B07	Land at Fern Road	<ul style="list-style-type: none"> <li>• Village green status needs to protect the area</li> </ul>
B13	Former Stamco Timber Yard, Cinque Ports Way	<ul style="list-style-type: none"> <li>• More suited to leisure/cultural uses to compliment surrounding uses</li> <li>• Sea level rises need to be considered</li> <li>• Traffic problems</li> <li>• Flood risk?</li> <li>• Indicative capacity too high</li> </ul>
B14	Hastings College, St Saviours Rd	<ul style="list-style-type: none"> <li>• Suitable for low rise development, support the delivery of mix of housing in this sustainable location</li> <li>• indicative capacity too high</li> </ul>
B24	West Hill Road Reservoir	<ul style="list-style-type: none"> <li>• James Burton history that should be preserved</li> </ul>

Site ref	Site name/address	Comments/issues
B31	College of Holy Child Jesus, Magdalen road	<ul style="list-style-type: none"> <li>• Building blocks of flats with parking spaces neither preserves or enhances the area</li> <li>• why is this no longer greenspace?</li> <li>• development will ruin the Conservation Area</li> <li>• mini university campus should be here not housing</li> <li>• this should all be greenspace</li> <li>• higher indicative capacity at public exhibition</li> <li>• question the delivery of 160 units here with listed building and Conservation Area constraints</li> <li>• breach of para 2.7 of HBC's own designation</li> <li>• inappropriate use of site</li> <li>• take care do not destroy</li> <li>• over development must be avoided on this site</li> <li>• too many flats without gardens</li> <li>• consider some of the land should be given over to allotments or community gardening</li> </ul>
C02	Mount Denys, Pine Hill & Ridgeway, The Ridge	<ul style="list-style-type: none"> <li>• Do not develop until residents have suitable alternative accommodation</li> </ul>
C04	Hornbye Park Sports Complex	<ul style="list-style-type: none"> <li>• Over development</li> <li>• grassy area around law courts is useless for biodiversity &amp; could be allocated for new allotments or community gardening</li> </ul>
C08	Land adj to 777 The Ridge	<ul style="list-style-type: none"> <li>• Landscape issues</li> <li>• should be developed as open space &amp; allotments – there are no useable allotment sites in this part of Hastings</li> </ul>

#### 5.11 More generalised comments relating to housing included:

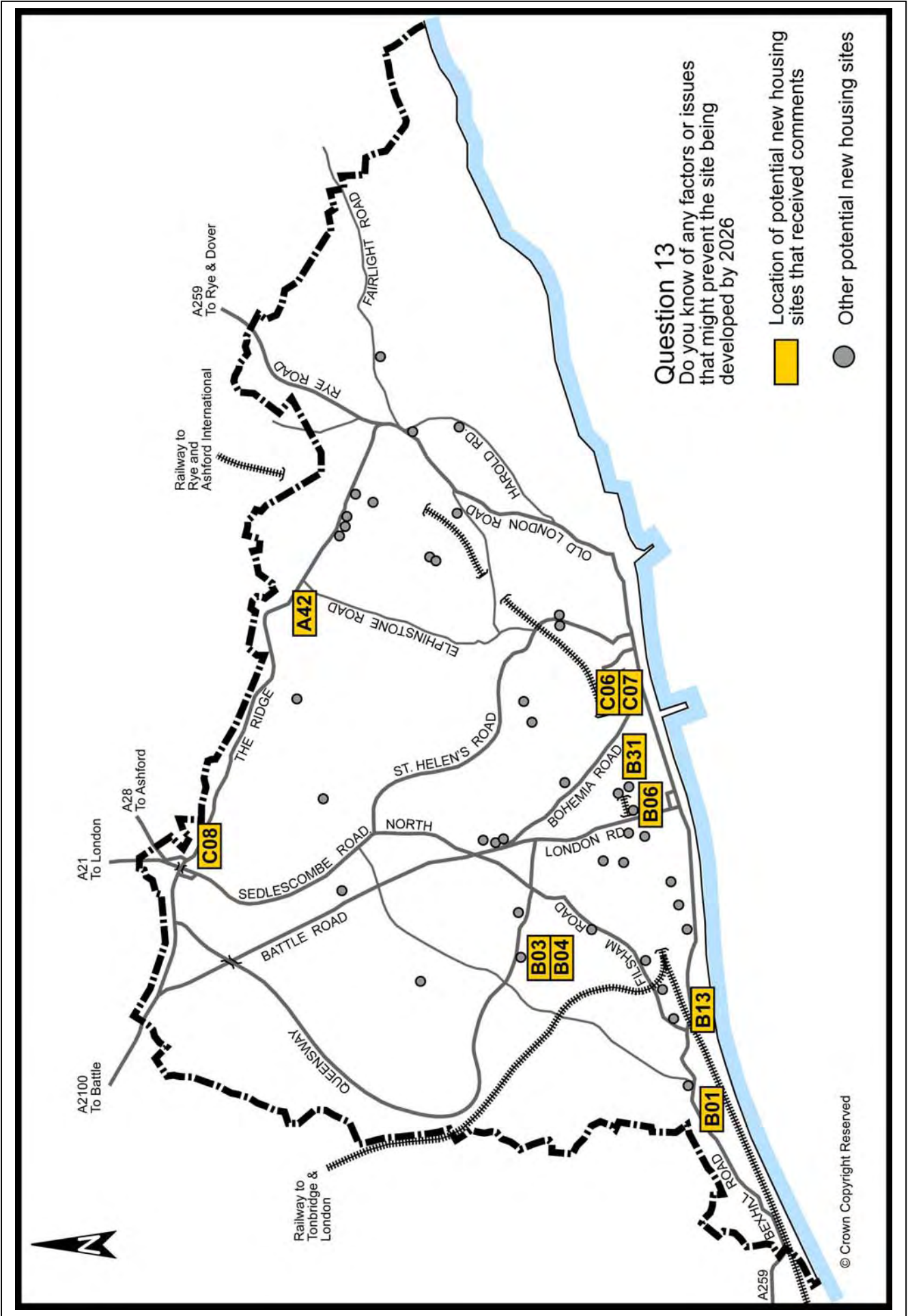
- Concerns around 'infill' development
- Overloading existing infrastructure
- Include more diverse type & tenure & live/work units
- Existing buildings should be retained and converted sensibly
- 800 empty homes, how much new development is really needed?
- Breadsell – why are the 1000+ houses earmarked for this site not shown?



**Question 13: Are there any factors or issues that may prevent the potentially new housing sites being developed by 2026?**

5.12 The following table summarises the comments raised on specific sites with regard to factors or issues that could prevent development taking place within the Plan period – to 2026:

Site ref	Site name/address	Comments/issues
B03/ B04	Westerleigh School site	<ul style="list-style-type: none"> <li>Hollington Park Road is already too busy</li> </ul>
C08	777 The Ridge	<ul style="list-style-type: none"> <li>Area is known to flood and be very water logged in bad weather</li> </ul>
B31	Magdalen Road	<ul style="list-style-type: none"> <li>The proposed scale of development in a Conservation Area appears contrary to HBC's criteria</li> <li>loss of open space</li> <li>any new development should take into account the Conservation Area status</li> <li>the plans for this development are not about the needs of the community</li> </ul>
B06	Crystal Square	<ul style="list-style-type: none"> <li>The loss of the Adams &amp; Jarrett warehouse – the shop could not operate without it</li> </ul>
C06 & C07	Holmsdale Gardens	<ul style="list-style-type: none"> <li>This should be a conversion</li> </ul>
B13	Former Stamco Timber yard and...	<ul style="list-style-type: none"> <li>The site should be allocated for mixed use</li> <li>primarily retail to form the commercial core of the wider West Marina regeneration area.</li> </ul>



## **Question 14: Is the estimated dwelling capacity right for potentially new housing sites?**

5.13 There were 54 responses to this question. Approximately 65% of respondents didn't have a view about whether our capacity figures were correct or not, 7% thought they were. However, nearly 28% of respondents thought the estimated dwelling capacity on the newly identified sites was incorrect. The following is a summary of the comments/issues raised:

- Dwelling capacity needs to be considered in conjunction with traffic planning
- Generally density seems too high
- Too many flats leads to low ownership & temporary residents
- The need for garden space is being overlooked
- There is a proliferation of 1 & 2 bed flats when there is a shortage of 2 & 3 bed houses with outside space & parking
- Need to keep density & quality as high as possible
- Development on each site should not exceed 40 dwellings per hectare
- Over development of small & medium housing sites in Hastings is one of the greatest concerns of residents in all areas of the Town

### **Our response**

5.14 We have noted the concerns about density and the proportion of smaller units, and the environmental concerns raised about particular sites, we will be taking these concerns into account in preparing new planning policies. Moreover, before the Council puts forward any preferred sites for housing development at the draft DPD stage, we will need to examine thoroughly the suitability of that site. By this we mean that the site will need to be suitable in planning terms, is physically capable of accommodating development, and also that the site is deliverable. There must be a reasonable prospect that a site will be developed during the lifetime of the Plan, up to 2026. As part of this process, we will investigate issues raised through this informal consultation stage over the coming months.

5.15 In addition to the above selection process, a separate sustainability assessment process, which takes account of the wider environmental, social and economic impact of development, will be undertaken on all proposed development sites (not just housing).

5.16 On a specific point with regard to the comment concerning the absence of 1000+ homes housing potential at Breadsell from The Big Map. In March of this year, the Council's Cabinet resolved to plan for a broad distribution of housing across the Borough with some windfall allowance up to 2026. In short, this means that the land at Breadsell – a large, strategic level Greenfield site has been dropped. This decision was taken only after a careful assessment of the site which indicated that there were serious question marks over the ecological impacts and deliverability of this site that could only be explored over a longer timeframe than is acceptable if the Council is to progress the Core Strategy.

## Hastings Town Centre

### Headline Results

- Mixed views on zoning – strong feeling that mixed use development (including residential) provides flexibility
- Robertson Street/specialist shopping well valued
- Castle Street needs to be included as a valued shopping area
- Retail management areas (retail frontages, town centre boundary) could be rationalised
- Town centre retail development – unable to accommodate on a single site

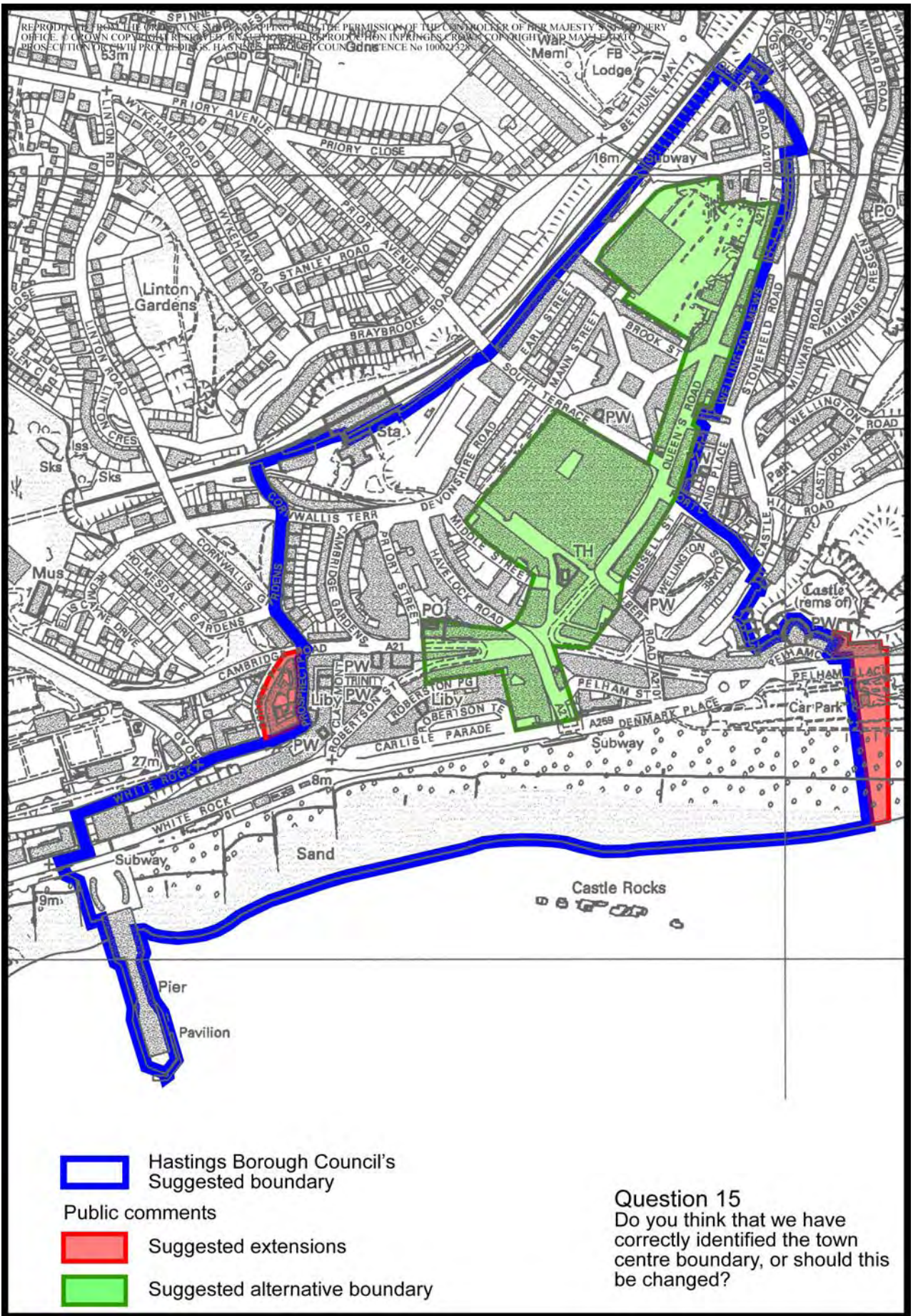
### **Question 15: Have we correctly identified the town centre boundary?**

5.17 There were 53 responses to this question. Over 50% of respondents thought we had, with 6% saying no. 43% were not sure.

5.18 You told us that:

- The town centre boundary is currently too big and should be refined to include the key shopping areas only; such as Priory Meadow, Queens Road and part of Cambridge Road. None of the Seafront should be included.
- Include Dorset Place and Cambridge Road.
- Include all of Pelham Place.

5.19 The following map shows our suggested boundary together with suggested changes submitted during the consultation.



## Our response

- 5.20 Planning Policy Statement 4 (PPS4): Planning for Sustainable Economic Growth is the national policy statement that dictates planning policy when planning for town centres.
- 5.21 PPS4 requires us to define the extent of the town centre using a town centre boundary, to include the “primary shopping areas and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area”
- 5.22 In determining the extent of the town centre boundary, we are also required to consider existing and potential public transport links to ensure good accessibility levels to the town centre.
- 5.23 The suggested alternative green boundary does not accord with this guidance since it only takes in streets that are predominantly shopping areas. The suggested extension on the western boundary (Dorset Place & Cambridge Road) is predominantly residential and marks a distinct change in character. On this basis it does not seem appropriate to include within the town Centre area. The suggested eastern extension would extend the boundary to the end of Pelham Place. The change in role and character here is less distinct and therefore the suggested extension will be incorporated.

### **Question 16: In principle, should we identify specific parts of the Town Centre for particular uses (e.g. zones for business, education etc), and encourage new development for these uses to locate in these areas?**

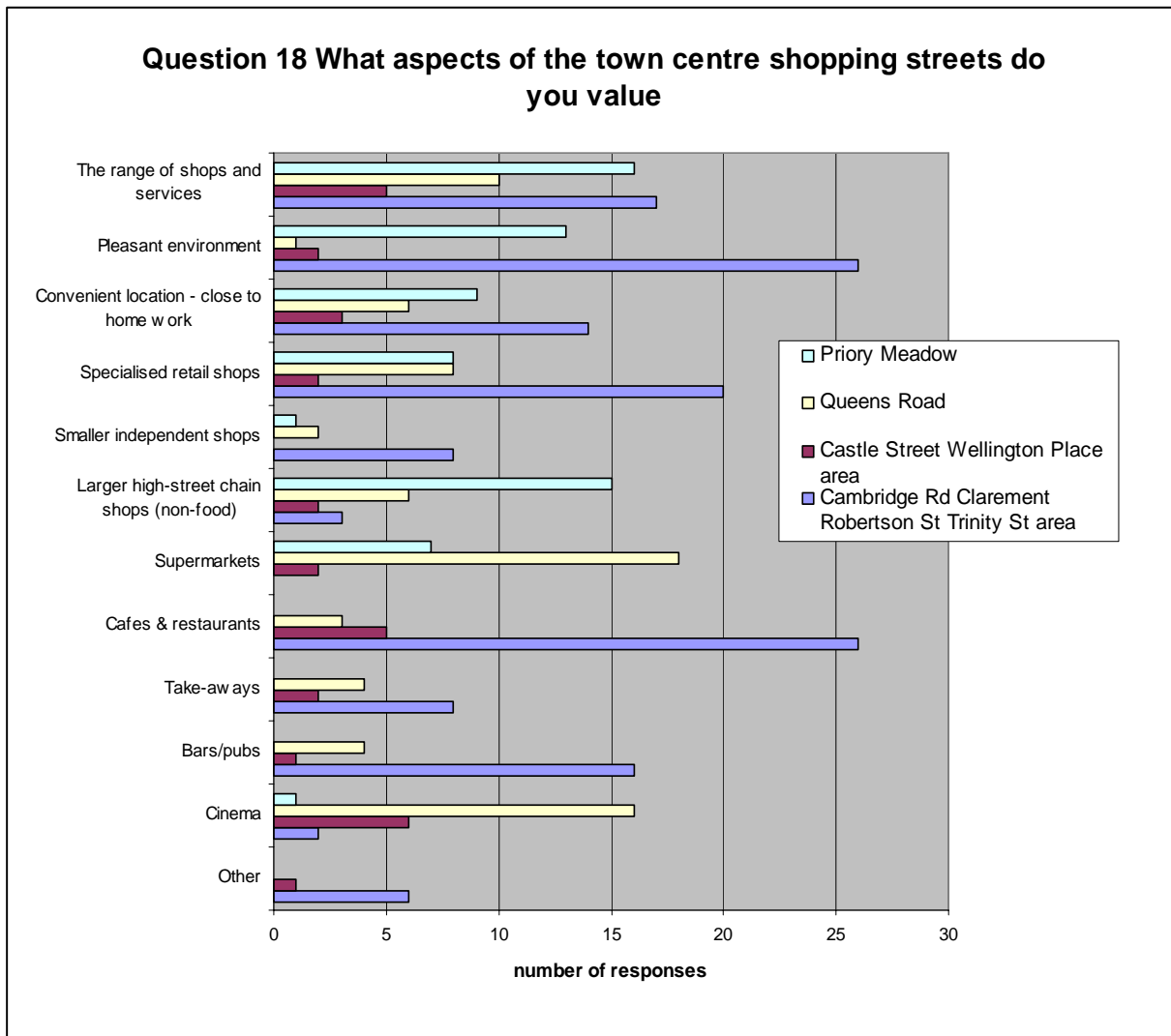
- 5.24 There were 51 responses to this question. 37% of respondents thought zoning was a good idea, with 31% not being supportive, and 31% not sure.
- 5.25 Those who support the idea of zoning in the town centre, made the following comments:
- Zoning would support regeneration by helping to improve the local economy and encourage competition between retailers
  - Helps with traffic management
  - Identify Hastings Greenway and special civic precinct
  - Helps prevent over concentration of non-retail uses in the primary retail areas
  - Identify education sites
  - Avoids problems with integrating business and residential areas, e.g. noise and the late night economy
  - Enables better understanding about what is what, and what land will be used for in the future
  - Avoid business zones on the Seafront
- 5.26 Those opposed to the idea of zoning commented:
- Mixed use provides more flexibility, which zoning may not allow
  - Mixed use should include residential over commercial premises on the ground floor
  - The development of the town centre should include a diversity of uses so that it continues to be a lively place to work and visit
  - Need to avoid “dead” areas once businesses have closed for the day
  - Should not be concentrating one use in a particular area – rather, creating small enclaves throughout the town
  - Town Centre is too small for this type of zoning – mixed zoning is better

## Our response

5.27 We need to promote vitality and viability of Hastings town centre and to ensure it remains the focus for main town centre uses including shopping, business accommodation, service provision, leisure and tourism. Zoning will assist us in retaining and encouraging these uses and will help us in devising management policies to promote a mix of complementary uses within these areas

### Question 17 & 18: Which shopping streets in the town centre do you particularly value, and what aspects of these are of high value?

5.28 As shown in the following graph: Overall, the Cambridge Road, Claremont, Robertson Street and the Trinity Street area was rated highest in terms of the value attached to the different aspect of the shopping experience. The second most popular area was Queens Road closely followed by Priory Meadow. The Castle Street and the Wellington Place area was significantly behind the other 3 locations.



5.29 The Cambridge Road, Claremont, Robertson Street and Trinity Street area was ranked particularly high in terms of the area's cafes & restaurants, bars & pubs, independent shops and pleasant environment. In addition, it ranked highest in relation to:

- Specialist retail shops
- Convenient location
- Range of shops
- Take-aways

5.30 Queens Road was ranked highest for its supermarket, and the availability of a cinema, with Priory Meadow being valued for its high street chain shops.

5.31 Other comments received indicated that:

- Queens Road is valued for its specialist shops, convenient location, and cafes/restaurants
- Castle Street should be included as a valued retail street – has a pleasant environment, convenient location, range of shops and services and cafes/restaurants
- Public sector provision needs to be recognised here (e.g. town centre post office and library)
- Contribution of charity shops to diversity
- Priory Meadow also provides a range of shops and services, and is in a convenient location
- North end of Queens Road needs targeting for improvements
- Town centre requires a new Cinema and Library

**Question 19: Do you think we have correctly identified the primary shopping area, or should this be changed?**

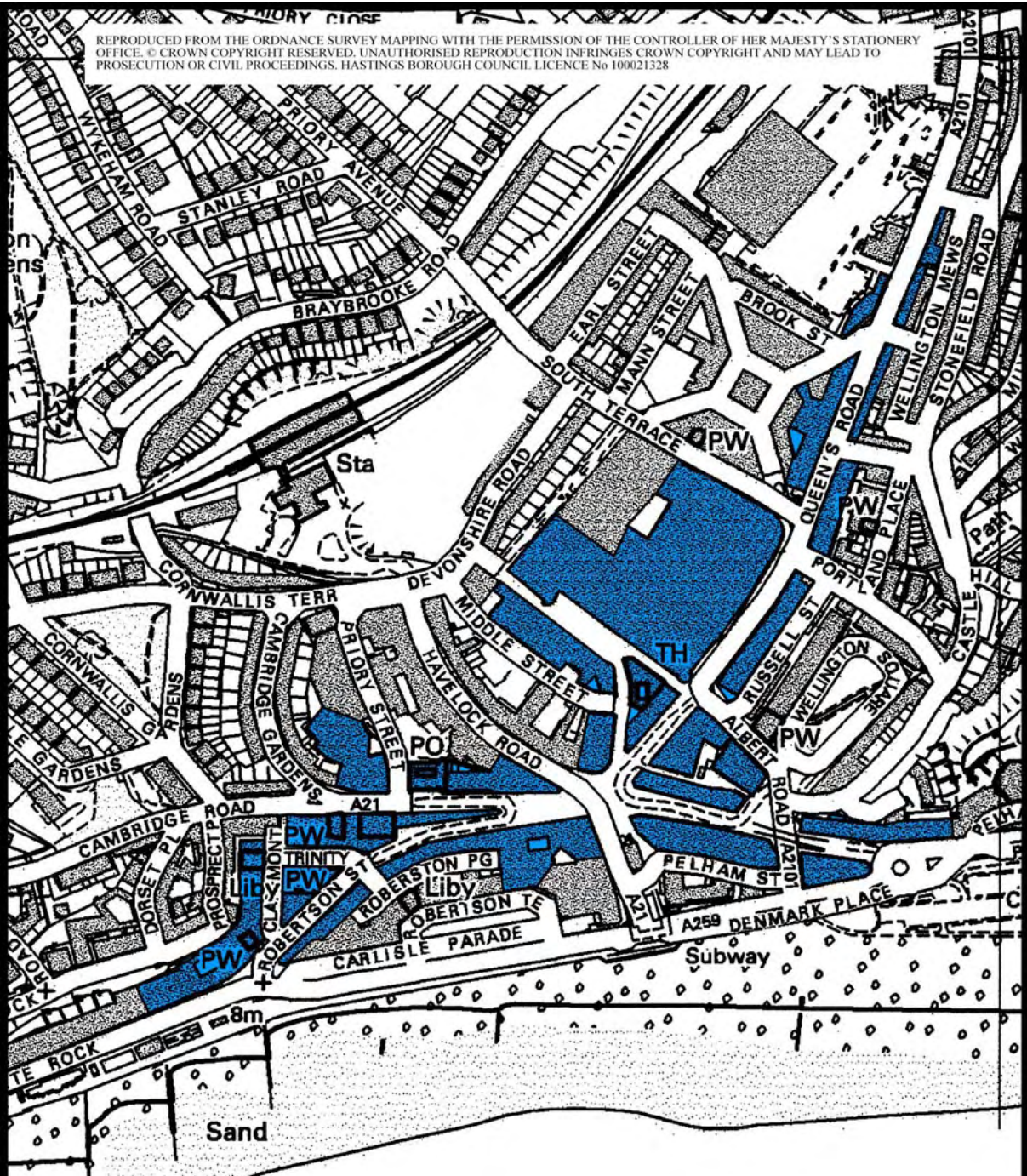
5.32 There were 56 responses to this question. 50% of respondents thought the primary shopping area was correct, with 10% thinking it needed to be changed. 40% were unsure.


5.33 Key comments include:

- The primary shopping area extends too far. Should not include the Seafront
- Include the Old Town
- Not enough shops in the shopping area
- Include more of Queens Road, including Morrisons, Havelock Road (Tesco and others)
- Retain upper Queens Road as mixed use

5.34 The following map shows the existing primary shopping area in the 2004 Local Plan.

REPRODUCED FROM THE ORDNANCE SURVEY MAPPING WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE. © CROWN COPYRIGHT RESERVED. UNAUTHORISED REPRODUCTION INFRINGES CROWN COPYRIGHT AND MAY LEAD TO PROSECUTION OR CIVIL PROCEEDINGS. HASTINGS BOROUGH COUNCIL LICENCE No 100021328



 Hastings Town Centre Primary Shopping Area

**Question 19**  
Do you think that we have correctly identified the primary shopping area, or should this be changed?

## Our response

- 5.35 Your answers to these questions will help us identify the extent of the primary shopping area within the new town centre boundary. Whilst Priory Meadow provides for a significant amount of shopping floorspace in the town centre, its surrounding shopping streets are also highly valued and make an important contribution to the local economy. The Hastings & St Leonards Town Centre Management Partnership plays an important role in promoting and maintaining these streets as part of Hastings Town centre.
- 5.36 Within the primary shopping streets we need to ensure we have the right mix of shops and other complimentary uses to ensure these streets continue to remain attractive to shoppers and local residents alike. We need to avoid an over-concentration of non-retail uses in the primary shopping streets.
- 5.37 The results from this consultation will help us to identify changes needed to the existing “primary shopping area” boundary. They will also assist in the next stage in the process which will be to prepare town centre retail management policies which will aim to control the mix of retail and complimentary uses within the primary shopping area.

### **Question 20: In principle, should we locate the new 30,000 square metres (sq.m) of retail floorspace on a large single site or a combination of smaller sites?**

- 5.38 There were 56 responses to this question. 52% of respondents thought that the new retail floorspace should be accommodated on a combination of smaller sites, with 29% thinking a single site would be better. 19% were unsure.
- 5.39 Comments resulted in a number of options being put forward about where this new floorspace could go. Potential search areas include:
- Cornwallis Street car park
  - Morrisons site/Build another floor
  - Relocate Britannia Enterprise Centre
  - Near Hastings Station (where Tressell Workshops used to be)
  - Priory Street car park
  - Norman Road (St Leonards)
  - North end of Queens Road (ground floor, new housing above)
  - Intensification of Priory Meadow, including extra floor above and Floors 1 and 2 of car park
  - White Rock baths
  - Pier
  - Hastings Library
  - Connection from Priory Meadow to Morrisons along both sides of Queens Road
  - Middle Street
  - Queens Road (from South Terrace to Railway Arch)
  - Shopping in lieu of housing at Crystal Square in St Leonards
  - Grand Parade, Bohemia Road, Cambridge Road, Priory Quarter
  - Waterworks Road
  - St Leonards football pitch (The Firs, Elphinstone Road)
  - The Oval
  - MFI, West St Leonards
  - Devonshire Road
  - Harold Place

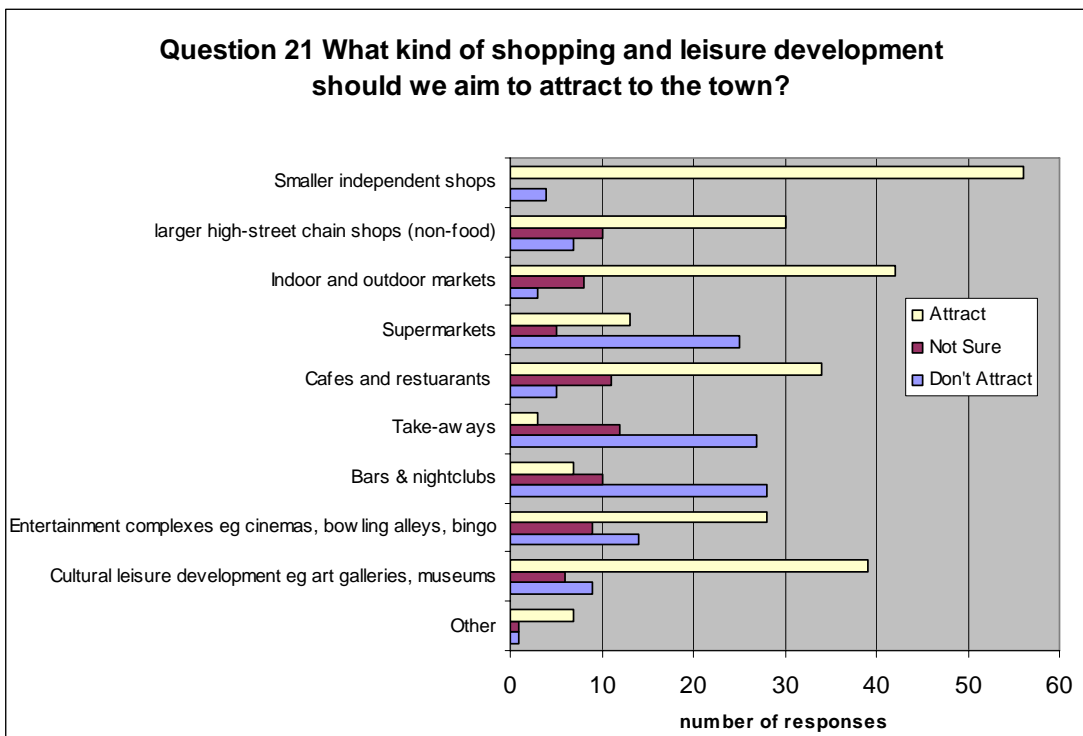
5.40 Other comments included:

- We shouldn't compete with other towns
- New shopping areas should aim to attract independent shops
- Re-use empty shop units first
- Free parking in the town centre
- Upgrade the more unattractive areas in the town centre e.g. Queens Road
- 30,000 square metres is unachievable

**Question 21: What kind of shopping and leisure development should we aim to attract to the town centre?**

5.41 There were 63 responses to this question. Respondents were allowed to make more than one choice. The following graph shows which types of development attracted the most support. Respondents thought we should aim to attract the following:

1. Smaller independent shops (93%)
2. Indoor and outdoor markets (79%)
3. Cultural leisure development e.g. art galleries, museums (72%)
4. Café's and restaurants (68%)
5. Larger high street chain shops (non-food) (64%)
6. Entertainment complexes, e.g. cinemas. Bowling alleys, bingo (55%)



5.42 Respondents felt we should not attract:

1. Bars and nightclubs (62%)
2. Take-aways (64%)
3. Supermarkets (58%)

5.43 Other comments included the need to provide and attract the following types of uses in the town centre:

- Bigger brand/designer shops to attract people to Hastings
- Small music venues for live music
- Town centre cycleway
- Seafront sports/leisure activities
- Independent cinema
- Small workshops
- Swimming pool complex
- BMX/skateboarding site
- Seaside restaurants
- Play areas

### **Our response**

- 5.44 The figure of 30,000sq.m of additional retail floorspace has been taken from our Retail Capacity Study, which was first carried out in 2006 and updated in 2010. This is available to view on our website via <http://www.hastings.gov.uk/ldf/resources.aspx#bak> In arriving at this figure for future retail need, the Study considered various factors, including population growth, expenditure rates, Internet shopping and current vacancies, amongst others factors.
- 5.45 National planning guidance states a sequential approach should be adopted when identifying new locations for retail floorspace. This means where possible, development should be focused within existing defined centres first, in this case Hastings Town Centre, or failing that, on sites on the edge of town centres, which are well connected to the core. Only if town centre or edge of centre locations are not available should out of centre locations be considered, and then provided that they are well served by alternative means of transport to the car and are acceptable in all other respects, including impact on existing centres.
- 5.46 If we are to resist out of town development, we need to be able to demonstrate that there is a potential area for development close enough to the existing Hastings town centre core. Following the close of the Big Map Consultation period, we have been carrying out a Town Centre site options study in order to explore possible site options that could help us meet the Town's retail needs over the coming years to 2026. The Retail Sites Study has considered all of the sites suggested through this consultation.
- 5.47 In June a meeting was held with Town Centre traders where the options put forward through this consultation were discussed. (For further information about this event go to: <http://www.hastings.gov.uk/ldf/resources.aspx#bak> )
- 5.48 Details of this study will be published on our website shortly, and our preferred option for the location of retail development will be published as part of the next stage of the Site Allocations process.
- 5.49 In terms of comments received about the types of shopping and leisure development people would like to see in the town, these comments are useful in providing information about the type and range of retail formats local people would like to see in the future. More work is needed here, but these comments will be helpful in terms of helping to shape future retail management policies and site allocation policies.

## District and local shopping areas

### Headline Results

- District and local shopping centres are valued because of convenient locations, the range of shops and in some cases specialist shops and pleasant environment;
- The majority of respondents thought we should continue to protect these centres, but a high number also recognised that we might need to allow more change in these locations;
- It was generally thought that new uses needed to be attracted to these centres

### Question 22: Which of these shopping areas do you particularly value?

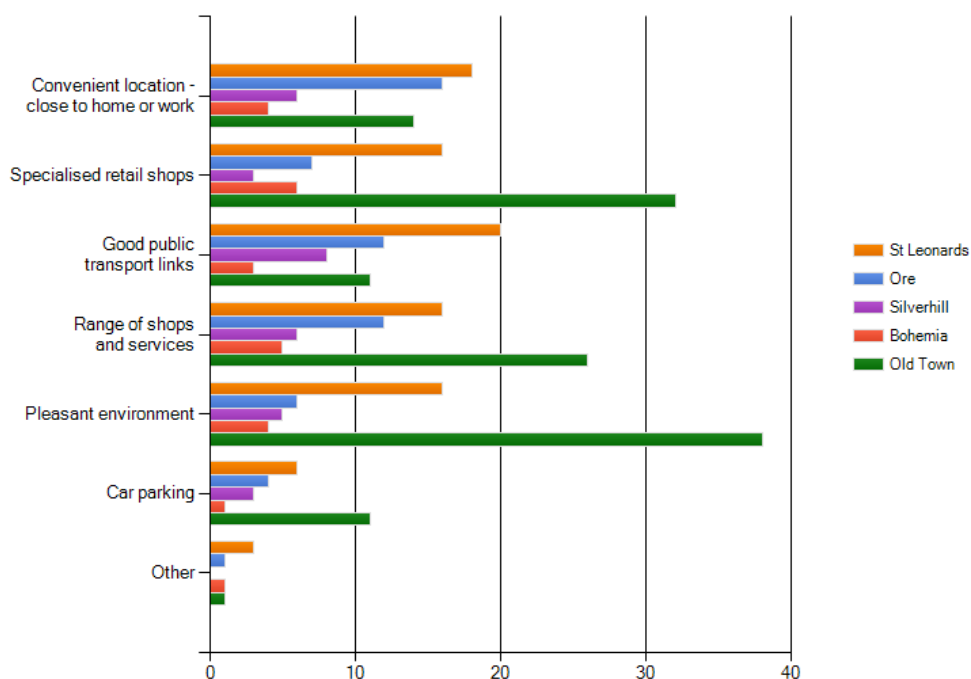
5.50 There were 57 responses to this question. These indicated that St Leonards, Old Town, Silverhill, Ore and Bohemia (with slightly less emphasis on Bohemia), are all valued locations for shopping purposes.

### Question 23: What aspects of the shopping areas do you value in these district and local centres?

5.51 There were 56 answers to this question and the aspects most valued in each centre are show in the table and following graph:

District/local centre	Most valued aspects
St Leonards	convenient location, good public transport links
Ore	convenient location
Silverhill	good public transport links
Bohemia	specialised retail shops
Old Town	pleasant environment, specialised retail shops, range of shops and services, car parking

What aspects of the shopping areas do you value in the following district and local centres?



5.52 St Leonards and the Old Town had the highest number of respondents. Generally, it was recommended that new uses need to be attracted to all areas, with safer walking and cycling options. Other comments included those shown in the table below:

District/local centre	Additional comments – valued aspects
St Leonards	Parking availability (lack of specialised retail shops and range of shops and services)
Ore	Supermarket
Bohemia	Take-aways (needs additional parking, bus route)
Old Town	Pedestrianised areas Availability of parking

**Question 24: Should we continue to protect existing centres against the loss of retail units, or should we let some parts change to different uses?**

5.53 There were 57 responses to this question. 50% of respondents thought we should continue to protect existing centres against loss of retail uses, 37% thought we should let some parts change to different uses. 9% were not sure.

5.54 A summary of the general comments made on this issue included:

- There should be flexibility in this
- Protect historic buildings
- Allow cafes and restaurants
- Bohemia needs to be worked on and transport links improved.
- Existing centres important for local communities
- Difficult to get shops back open again
- Allowing change of use is better than vacant shops
- Old Town and Kings Road should be protected at all costs
- Ensure variety of retail shops
- Retail shops changing to residential use has impact on other shops in the area
- Only allow change of use if premises are not attracting business
- Support existing retail in Ore

**Question 25 – How should the district and local centre boundaries change?**

5.55 A summary of the responses received to this question included:

- Parts of Bohemia could change to different uses
- More concentrated shopping zones with outer fringes better geared to pedestrians and families
- Change north end of Queens Road
- Include Asda in Silverhill District Centre

**Our response**

5.56 We recognise the value, importance and role of existing smaller shopping centres (those we classify as district and local centres) to local areas. It is important to assist these smaller centres. In order to protect the role of these shopping areas we need to ensure that these centres have the right balance of shopping and other complimentary uses if they are to continue to function as local shopping centres. The information received here will assist us in developing modifications to our existing retail management policies that apply to district and local centres. Following further work with local traders and other stakeholders, we will be

proposing changes to the current retail management policies as part of the next stage in the DPD process. In order to manage change in the Bohemia shopping area, for example, we will be recommending a reduction in the extent of the defined shopping area and looking to identify a smaller core shopping area.

## **Other places to shop**

### **Headline Results**

- 7 other areas were identified as valued places to shop in addition to the district and local centres;
- These smaller shopping locations operate at a neighbourhood level and provide a more limited range of local convenience stores. Further work is needed here to ascertain if existing retail management policies need to be modified

### **Question 26: Are there any other locations in the town that you value as a place to shop?**

5.57 There were 51 responses to this question. The majority of respondents, 45%, did not value any other areas, other than the district and local centres identified in the questions above (St Leonards, Old Town, Silverhill, Ore and Bohemia). 27.5% did value other areas, which included

- West Hill (Plynlimmon Road, Whitefriars Road, Emmanuel Road)
- Vicarage Road (post office)
- Mount Road
- South Battle Road
- Bexhill Road/West St Leonards
- Malvern Way (post office)
- Sedlescombe Road North

### **Our response**

5.58 These smaller shopping centres have an important role at the neighbourhood level, providing a more limited range of local convenience stores. Again, it may be necessary to assist these smaller centres and further work will be undertaken with local traders and other stakeholders to update current retail management policies as part of the next stage in the DPD process.

## Retail warehousing

### Headline Results

- Respondents tended to question the necessity of providing further retail warehousing sites,
- A number of locations were suggested to accommodate further retail warehousing requirements

### **Question 27: Can you suggest any new or existing sites where new retail warehousing could be accommodated?**

5.59 This question received a mixed response from respondents. Of the 31 responses, many people did not think any further retail warehousing sites were required for a variety of reasons, including:

- Already too many empty units
- Move towards town centre high streets instead of retail warehousing
- Promotes car use
- Need to take account of impact of Internet shopping
- Effect on existing retailers

5.60 Suggestions for accommodating new retail warehousing included:

- Existing industrial estates where there are empty units – e.g. Ivyhouse Lane and Ponswood
- Queensway
- MFI building and car parking area
- Stamco site
- Sites opened up by the Link Road
- Near Morrisons
- Sea Road
- Near Asda at Silverhill
- Make better use of Ridge West Industrial Estate
- Ashdown House site
- New retail warehousing should also include restaurants, children's areas, etc – provide the full shopping experience
- Existing retail and commercial units at Sedlescombe Road North

### **Our response**

5.61 Latest figures on future retailing warehousing requirements, which were produced in January 2010, suggest that our requirements for new retail warehousing are modest, approximately 5,500 sq.m up to the period 2026. The requirement barely represents 1 to 1.5 new stores at modern retail warehousing store standards. It is therefore debatable whether it is necessary to try to identify a site/sites. Instead we will be developing a criteria based policy to guide the location of further retail warehousing floorspace.

## Employment Areas

### Headline Results

- Whilst there was some support for both encouraging higher density development and mixed schemes in employment areas, the majority of respondents were unaware of locations where these approaches might be applicable,
- We need to retain our existing employment areas but they need to be fit for purpose. Suggestions were made with regard to regenerating and redeveloping, these included encouraging live/work units and recognising the role that other employment generating uses may have here.

#### **Question 28 & 29: Are there any existing employment areas or sites that are suitable for intensification? If yes - Where?**

- 5.62 There were 48 responses to question 28. Nearly 23% of respondents thought encouraging higher density development within existing employment areas would be beneficial in helping to regenerate older employment areas. The 3 most popular suggested locations for adopting this approach (Q.29) were Castleham, Churchfields and Ivyhouse Lane employment areas.
- 5.63 12% of respondents thought there were no existing employment areas suitable for intensification, 65% of respondents did not know if there were any locations in the Borough where this approach would be suitable.

#### **Question 30: Are there any employment areas that may be suitable for mixed use schemes?**

- 5.64 There were 43 responses to this question. 26% of respondents thought that some employment locations would benefit from allowing mixed use development where employment only schemes were not likely to be viable.

#### **Question 31: Are there any other approaches we should consider in relation to employment areas?**

- 5.65 A number of suggestions were made here, though not necessarily relating to our question about how to encourage regeneration and redevelopment in our older employment areas. There were 18 responses and suggestions included:
- The use or re-use of existing green amenity space within employment areas as allotment or gardens for the benefit of workers
  - Better use of floorspace above shops in shopping areas
  - Live/work units to reduce out-commuting
  - Improved road links
  - Supermarkets may provide just as many if not more jobs than traditional B class uses in employment areas

## Our response

- 5.66 We need to ensure we have a sufficient supply of employment sites and premises (this usually means land/premises suitable for office, factory and warehouse type uses) over the lifetime of the Plan to support future employment needs and regeneration efforts. Over the coming months we will be re-assessing the deliverability of land currently allocated or protected for employment purposes and discussing with landowners and other stakeholders key ways of ensuring our existing employment areas are capable of meeting modern user requirements.
- 5.67 The outcome of this process will be fed into the next stage of the DPD which is the development of a draft document.

## Cycle Routes

### Headline Results

- The proposed routes are not aimed at leisure journeys, but instead could provide routes to destinations that people may be visiting on a daily basis for work or education purposes. These are called utility routes. Nearly 64% of respondents thought the proposed cycle routes would be helpful in providing access to utility type destinations.

### **Question 32 & 33: Overall, would the cycle routes be helpful in accessing employment and education related facilities? Are there any aspects of the routes you wish to comment on?**

- 5.68 41 detailed comments were received. Those relating to specific routes are summarised in the following table:

Route ref	Route	Issues/comments raised
NCN2	National Cycle Route 2 Seafront route - Hastings to Bexhill	<ul style="list-style-type: none"> <li>Oppose the cycle routes within the countryside park there are plenty of other/proposed routes</li> <li>The proposed routes which cross the Countryside Park should be dropped – the area should be free of tarmac</li> <li>Proposed extension to NCN2 is probably preferable to the current route along Fairlight Rd</li> <li>Support particularly the Country Park link proposal – Barley Ln to Fairlight Rd via Coastguards Ln &amp; Country Park Farmland</li> <li>Route is essential in avoiding the dangerous Fairlight Rd, especially for wheelchair users</li> <li>Cycle route across East Hill will conflict with pedestrian use</li> <li>Whilst supporting the concept of access to The Country Park it is not clear how the route will be constructed</li> <li>I oppose putting a cycle track across the Country Park/Firehills – this is a sensitive site in danger of being spoilt by the proliferation on tarmac paths</li> <li>Friends of Hastings Country Park express firm opposition to the 2 proposed sections of</li> </ul>

		<p>cycle route within the Country Park – inappropriate to propose any metalled or man-made track, there is the potential to damage a scheduled ancient monument</p> <ul style="list-style-type: none"> <li>• We definitely must have the link between Hastings &amp; Bexhill with a trial period of cycling in the town centre</li> </ul>
Routes 2 & 3	Alexandra Park	<ul style="list-style-type: none"> <li>• Oppose the route within Alexandra Park – cyclists should be given more road space rather than sharing space with pedestrians</li> <li>• A way ought to be found for bicycles along Lower Park Road</li> <li>• Cycle routes through Alexandra Park are not a good idea</li> <li>• Beneficial to students at Station Plaza and Parker Rd Colleges</li> </ul>
Route 3	Town centre – Conquest Hospital – Helenswood School – William Parker School	<ul style="list-style-type: none"> <li>• Parkstone Rd – alternative would be Ghyllside Dr and side roads leading off to William Parker</li> <li>• This is considered an important link to a major employer, encouraging a sustainable means of travel benefiting the locality</li> </ul>
Route 4	Town centre – Ivyhouse Lane – Hillcrest School	<ul style="list-style-type: none"> <li>• Ore Community Land Trust (OCLT) endorse the cycle link to speckled Wood, the route is safer &amp; more attractive than cycling along Old London Rd</li> <li>• There is an alternative to the Baldslow Rd &amp; Laton Rd route</li> <li>• They told us in 2000 Ore Valley would have a cycle track we are still waiting</li> <li>• Connect the greenway &amp; cycle routes between Ore Village and the colleges and town centre</li> </ul>

5.69 More general supportive comments included the following:

- We should be able to cycle all round the town, including in all parks
- Cycle routes should be clearly marked
- An increase in dedicated cycle routes would be very welcome
- These routes are long over due and I hope there will be more of them
- Urgent need to resuscitate the Greenway Project
- The new cycle route map is a good start and is supported, especially the Town Centre Ore link

5.70 Those opposing or questioning the necessity of the proposed routes included:

- We need a high volume motorway link to London
- The hills in Hastings make cycling considerably more difficult
- There should be no cycles in the pedestrian area
- All routes are not complete, shared routes will cause more problems

5.71 Suggestions around other potential routes included:

- There should be more access for cyclists and runners along Queensway
- Off road routes should be provided
- An additional route around St Leonards Gardens, Maze Hill & upper Maze Hill, linking seafront/central St Leonards to path crossing Silverhill
- The map shows progress from Hastings stations only – there are 3 other stations to consider
- Filsham Rd potential cycle link

### **Our response**

5.72 Regarding NCN2, the seafront link to Bexhill is going ahead in 2010, funded through Sustrans. The Council intends to link Robertson Street with the Stade early next Spring. A number of respondents expressed concern about the potential impact of the routes within the Country Park. The surface of these routes may not be tarmac, a more sympathetic material would be chosen and the link between Barley Lane and Coastguard Lane would benefit both pedestrians and cyclists, giving all year round access to the Country Park. The planned trial period for cycling in the town centre has been postponed until 2011.

5.73 Routes 2 & 3 which take in Alexandra Park, consultation with park users suggests opposition to general cycling but a limited permissive route seems possible. In this case there will be an alternative route for pedestrians who wish to avoid cyclists. The potential for an alternative route along Lower Park Rd and via Upper Park Rd, rather than through the Park, is being considered. However, the County Council, as Highway Authority, has advised that since on-street parking is allowed along this suggested alternative route, there are safety issues for cyclists that would impact on its use as a cycle route.

5.74 Route 3 needs to go to William Parker School, but the suggested route via Ghyllside Dr could be an alternative to our proposed route along Parkstone Rd.

5.75 Route 4: It is agreed that the route to Hillcrest School via Church St will form part of the eastern route. Whilst acknowledging the points made regarding the Baldslow Rd section, the link between the top of Queens Rd and the College site/Ore station is extremely challenging and this appears to be the best fit. The delivery of a cycle route as part of the Ore Valley Millennium Communities scheme, remains an aspiration. Connecting the greenway and cycle routes between Ore Village, the colleges and the town centre does form part of the planned cycled network.

5.76 With regard to the more general comments and suggestions, it is not clear that there would be benefits linking Warrior Square station with the seafront. The Greenway Project tended to design highly engineered routes, the cost of which is too high. Finally, there will be more investigative work to do before these routes are finalised and the comments received at this stage will help to inform this work.

## **Section 6: Other comments**

### **Question 34 – Additional comments**

- 6.1 Our questionnaire included a final question inviting respondents make any additional comments that they hadn't already covered elsewhere in their response.
- 6.2 Comments have been grouped around five themes that run through these responses.

#### **The Built Environment**

- 4 respondents highlighted the unique character of Hastings and the need to preserve and reflect this in future developments.
- 2 respondents indicated the fact that empty shops and residential properties should be brought back into use before building new developments.
- 2 respondents made reference to the need for an ice rink in Hastings with associated facilities. Possible locations were suggested as the old bathing pool site, site reference A16: Seaside Road, West St Leonards or B04: former Westerleigh School.
- 1 respondent made specific reference to the redevelopment of the former Stamco Timber Yard into a mixed use development of commercial, retail and residential.
- 3 respondents highlighted the fact that the Ridge was being overdeveloped and exacerbating traffic problems experienced there.
- Other comments regarding the built environment referred to areas including eco-builds and retrofitting existing buildings; the preservation of buildings around the College of Holy Child Jesus, Magdalen Road (site reference B31); the need to resist development of garden land; the location of developments close to existing urban areas to create sustainable communities and the use of sites in Caves Road for small creative arts/crafts workshops.
- Building conversions instead of demolitions was a theme running through the responses as was the need for possible guidelines for developers to provide more housing and less flatted developments in the Borough. This is believed to reflect the local need for family housing. Design quality was also felt to be of high importance in the development of sites.

#### **Green/Open Space**

- 2 respondents commented on the need to protect Speckled Wood in Ore Valley from development and enhance it as part of the district centre.
- 2 respondents highlighted the need to preserve the Pilot Field and The Firs sites as recreational and open space for the Borough.
- 2 respondents commented that the map did not accurately show the existing green spaces, and AONB boundary, and that the consultation and questionnaire did not ask for peoples suggestions of sites to be developed as open space
- Other comments around this theme focused on the need to incorporate greening initiatives in the town centre and other developments; the retention of the Sandrock Triangle; retain land behind Linley Drive as open recreational space

## **Transport**

- Keep the town centre viable by reviewing the parking situation
- Provide more cycle routes and improve public transport to encourage people out of their cars and create more sustainable and green transport in conjunction with development proposals.
- 1 respondent made specific reference to the fact that Hastings has avoided traffic gyratory such as those in Watford, Coventry.
- 1 respondent commented that when deciding on developments the capacity of the Strategic Road Network must be taken into account. A transport study is needed.
- Reference was made to the need for a Hastings/Bexhill bypass.

## **Retail**

- Comments made in relation to this included the fact that shopping habits are changing and there is a rise in internet shopping; Hastings only has a 180 degree catchment area and so is at a disadvantage to other 'competitors such as Tunbridge Wells; the retail offer needs to be more unique and not just like every other shopping centre. Transport issues were raised again.

## **Other Points**

- Lack of mixed use proposals; lack of focus on seafront; lack of vision regarding future work
- Provision should be made within the town centre for voluntary and community organizations
- Include the Asda site as part of the Silverhill District Area.
- Comments that Local Plan Policies are flouted and that the focus should be on conversion and not demolition of buildings.
- Clean up Pevensey Road
- Reinstate footpath from top of Ashford Road to Hillside Road

### **6.3 Comments received from specific organisations:**

#### **Comments from the Environment Agency**

- 6.4 The Environment Agency made comments focusing on the need to protect the underground aquifers, groundwater and other water bodies from impacts of developments. Also, the need to investigate flood risk in line with Planning Policy Statement 25: Flood Risk and ecology as work on the DPD progresses

#### **Comments from the Castle Ward Forum**

- 6.5 The Forum made a detailed submission for this question. Their comments centred on the following areas:
- Housing – Support the development of mixed use areas where appropriate but flats should afford occupants access to open space of some type. Flats need to be large enough to allow a family to sit down to dinner together at a table. Provision of safe bicycle and rubbish/recycling storage.
  - Retail – 30,000 sq. m of additional retail floorspace is considered to be too high. Hastings only has a 180 degree catchment area so cannot compete on same level as Tunbridge Wells. More support for the farmers Market and specialist shops along Queens Road. Priory Meadow and Priory Street car park considered suitable to accommodate the extra floor space needed.
  - Employment – Plan should address job creation in town and create live/work options.
  - Leisure and Public Realm – More leisure and recreation facilities in the town centre. Better access to the sea needed for people with disabilities, mums with pushchairs etc. Need for a public realm masterplan and developments to stimulate footfall.

### **Comments on Holmhurst St Mary site on behalf of Gladedale**

- 6.6 The comments were aimed at reiterating the suitability of the site for housing with a mix of open market and affordable units of varying sizes and tenures. The comments centred on the site being considered ready for development and made reference to the SHLAA and various government guidance.
- 6.7 Comments were submitted at the drop-in sessions:
- Carpenter Drive – not safe, no play parks
  - Promote the seafront as a performing arts venue, for youth activities, encourage & promote mobile stalls between the Old Town & the Pier, promote cafes, promote space for artists
  - Reinstate the ice rink
  - How are we going to attract new employers
  - How can we draw pedestrians along Queens Rd and into Alexandra Park
  - Existing allotments should be clearly identified; spare land within existing industrial estates should be allocated for new allotments or temporary gardens/community gardens; Harley Shute allotments – more allotments are needed in this part of the Borough; Lewis Rd allotments should be brought back into use, the top of the underground reservoir, Ridge West, could be used for allotments.

### **Our response**

- 6.8 All these comments are useful in drawing our attention to the issues which really matter to local people and organisations. We will take on board as many as possible when preparing the Plan, and share comments with other sections of the Council where they are relevant to broader issues such as tourism, economic development or open space management.
- 6.9 In relation to a comment raised around the accuracy of green space boundaries and the boundary of the Area of Outstanding Natural Beauty (AONB), we can confirm that the boundaries of all designated spaces relating to nature conservation, landscape, sport & recreation and open space were accurately represented. We did not specifically invite comments around any of these designations, they were included for information purposes at this stage. Instead, we chose to focus on just a few of the issues the future Site Allocations and Designations Development Plan Document (DPD) will need to contend with, at this very early information gathering stage.

## **Section 7: Conclusions**

- 7.1 This informal consultation has proved to be a successful exercise. A large amount of data about local views on the future of the town and potential development sites has been collected which will be useful in drafting the Site Allocations & Designations DPD.
- 7.2 We did receive some criticisms of the process. These were very small in number and in the main given verbally at the drop-in sessions or over the telephone. We also received one letter setting out how our approach might have been improved. These criticisms centred on the lack of user-friendliness around our web pages and the contents of the questionnaire. Where possible, staff responded immediately with advice and further guidance on accessing our web based information. We will however, be looking to develop further the design and interactive capabilities of the web pages, it is worth emphasising that this was the first time we have attempted this type of interactive consultation. We will attempt to simplify the process in future consultations.
- 7.3 As set out elsewhere in this report, during this round of informal consultation, we concentrated on a limited number of issues. The content of the questionnaire was in part, shaped by and focussed on just some of the issues that, as a local planning authority, we must focus on as set out in national planning guidance. Our questions also reflected results from some of our studies, for example on future retail and employment needs. The specific comments we've received with regard to questions we didn't raise will help inform further consultation stages in the process.
- 7.4 The profile of planning and the work being done by the Planning Policy Team has been raised. Although the number of local people involved has not been statistically large, there has been a good geographical spread of views and the views of the most active and concerned voluntary sector groups have been put forward.
- 7.5 Inevitably this was a highly complex consultation and the Big Map branding focus proved a successful device for keeping it as simple and clear as possible. The use of Google Maps was an innovation which worked well. The use of Facebook and Twitter undoubtedly helped promote the whole exercise and to engage with people who might not otherwise have got involved. By implementing the new online techniques in-house, the capacity of the planning team in community engagement processes has been strengthened.

## Section 8: Next Steps

- 8.1 All comments received are being fed into the production of the draft Site Allocations and Designations Development Plan Document (DPD) which will be subject to formal consultation.
- 8.2 As already mentioned elsewhere in this report, the Government has announced the abolition of the Regional Spatial Strategy – the South East Plan. This has important implications for the Hastings Local Development Framework Core Strategy (LDF). This is the lead document in the LDF process which governs the content of all subsequent follow-on development plan documents (DPDs) including the Site Allocations & Designations DPD.
- 8.3 The recent change in Government is likely to change the planning system in ways which, at the time of writing, are not fully apparent. The regional housing targets, which formed an important factor in this informal consultation, have already been abolished. In whatever new planning system emerges, it seems likely that community engagement will be an important element and there will always be a need to provide for new housing, retail, employment and other uses. Both the consultation process, and the results generated here, will be an important stepping stone in planning Hastings' future.
- 8.4 We will also be looking for a more user friendly title for the 'Site Allocations Development Plan Document' and would welcome any ideas you might have.
- 8.5 In the meantime, our website (<http://www.hastings.gov.uk/ldf>) together with our Facebook and Twitter pages will be regularly updated – please follow Shaping Hastings. In addition to this, regular newsletters are published and sent to all those on our LDF database.
- 8.6 If you wish to be added to our database to be kept up-to-date with our work, please contact us:

Hastings Borough Council  
Planning Policy Team  
Upper Ground Floor  
Aquila House  
Breeds Place  
Hastings  
East Sussex  
TN34 3UY

Email: [fplanning@hastings.gov.uk](mailto:fplanning@hastings.gov.uk)  
Tel: 01424 451098

- 8.7 Alternatively view the newsletters via our website <http://www.hastings.gov.uk/ldf/newsletters.aspx> and follow 'Shaping Hastings' on Facebook and Twitter

## **Section 9: Appendices**

Appendix 1: Publicity Methods

Appendix 2: Questionnaire

Appendix 3: Drop-in Session panel text

Appendix 4: Frequently Asked Questions text